

## ARN EXTENDS CONTRACT WITH KIIS 101.1'S 'JASE & PJ'

*Sunday, 16 February 2020* – ARN today announces it has extended the contracts for Melbourne's **KIIS 101.1's Breakfast show** hosts **Jason 'Jase' Hawkins & Polly 'PJ' Harding**.

*Jase & PJ in the Morning* launched in Melbourne in 2018 as part of ARN's bold strategic direction for KIIS 101.1, which continues to deliver growth and strength for the station and the wider network. For 2020, a fresh, new marketing campaign has been launched for *Jase & PJ* with the positioning 'THEY'RE ALWAYS UP TO SOMETHING' capturing the dynamic and exciting energy of the show.

The announcement comes off the back of the recent re-signing of four of ARN's top-rating Breakfast Shows – Sydney's KIIS 1065's *The Kyle & Jackie O Show* and WFSM's *Jonesy & Amanda in the Morning*, Melbourne's GOLD104.3's *The Christian O'Connell Breakfast Show* and Brisbane's 97.3FM's *Robin, Terry & Bob*, continuing the investment in its suite of talent and seeing ARN maintain its stronghold across the network.

Of the re-signing, ARN CEO **Ciaran Davis** said: "ARN has secured our top talent right across the network until 2022 and beyond. Live and local content delivered by trusted on-air talent is more important now than ever and we're delighted that *Jase & PJ* will continue in Melbourne as part of ARN's strong offering in that market. *Jase & PJ* create excellent, engaging content and they consistently execute innovative client campaigns that resonate with audiences across on-air, digital, and on-demand.

"In Defining Audio, ARN is committed to investing in and securing the very best talent in radio which continues to power the audio category and to continue to deliver local and innovative content across all broadcast and on-demand channels to offer our clients and audiences the most complete audio offering."



ARN's National Content Director **Duncan Campbell** said: "*Jase & PJ* have a genuine friendship and on-air chemistry that makes for great radio. They have consistently delivered exceptional content and their loyal audiences love them and I'm excited to see them continue to build momentum in Breakfast this year and beyond. They're a critical part of ARN's plans for the future and are great examples of the strength of our talent across the network."

On continuing with KIIS 101.1, **Jason 'Jase' Hawkins** said: "I'm so stoked to have the opportunity to continue this crazy adventure with a best mate and with everyone who listens to the show through 2020 and beyond. Every morning is mayhem and you never know what PJ is going to say next, but I wouldn't have it any other way."

**Polly 'PJ' Harding** added: "Our listeners are awesome and I'm so excited Jase and I can keep doing the show we love in Melbourne. We've got heaps of fun stuff planned and can't wait to share what's coming next!"

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#### About ARN

ARN is one of Australia's leading Broadcast and On-demand audio companies, 'Defining Audio', with ownership or investments in 12 radio stations nationwide in addition to digital entertainment platform, iHeartRadio. ARN's vision is to deliver the most complete audio offering for audiences and advertisers, and its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over five million listeners each week across Australia.

Its KIIS network consists of Sydney's KIIS 1065 with Kyle & Jackie O, Melbourne's KIIS 101.1 with Jase & PJ, Adelaide's Mix102.3 with Jodie & Soda, Brisbane's 97.3FM with Robin, Terry & Bob and Perth's 96FM with Botica's Bunch for Breakfast. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney's 101.7 WSFM with Jonesy & Amanda, Melbourne's GOLD104.3 with Christian O'Connell, Brisbane's 4KQ with Laurel, Gary & Mark and Adelaide's Cruise 1323 with John Dean.

The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are Mike E & Emma.

iHeartRadio, the world's fastest growing digital service, was launched by ARN to the Australian market in 2013 and since then, the platform has had over 2.1 million downloads of the app and over 1.5 million registered users. iHeartRadio is a free, all-in-one radio, music streaming, podcast and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS and Macquarie Media, as well as stations from New Zealand and the USA. iHeartRadio also provides Australian's with access to over 280,000 podcasts.

ARN's suite of digital and social assets are the online home to Australia's leading radio stations, providing highly engaged entertainment content and news, complementing the on-air experience ARN's stations are best known for.

ARN is a HT&E company. For more details, head to [www.arn.com.au](http://www.arn.com.au).

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