

# VH1 And Smirnoff® Vodka Team Up To Search For The "Master of the Mix"

## Amanda Seales Tapped to Host Kid Capri, DJ Mia Moretti and Ben Maddahi Sign On As All-Star Judges

NEW YORK, March 18, 2013 /PRNewswire/ -- **VH1** and **Smirnoff®** Vodka are teaming up for an all-new season of the hit DJ competition reality show "[Master of the Mix.](#)" Shedding light on the fastest-growing trend in the music scene: deejaying, this season's contestants will join host **Amanda Seales** and judges **DJ Kid Capri**, **DJ Mia Moretti** and **Ben Maddahi** as they battle it out for the coveted title of THE "Master of the Mix." **Season three will premiere at 10PM ET/PT on Monday, April 1, 2013 on VH1.**

"Season three of '**Master of the Mix**' serves up an undeniable energy that will keep our viewers wanting more as DJs leave it all on the line through intense mixing battles that are judged by some of the music industries most respected talents," said Lee Rolontz, Executive Vice President, Original Music Production & Development, VH1. "We're excited to add a show to our line up that spotlights today's rockstars and provides an inside look at a unique culture that has taken the music industry by storm."

On-air personality/DJ/comedian [Amanda Seales](#), a current castmember of VH1's "[Best Week Ever.](#)" will serve as host of "**Master of the Mix.**" Known for her electric personality, Amanda is a veteran of the music business.

Building on a legacy that promotes social responsibility and great nights out, industry leaders [Kid Capri](#), [DJ Mia Moretti](#) and **Ben Maddahi** make up the panel of judges this season. Grammy Award-winning producer and legendary DJ **Kid Capri** is one of the industry's most respected and successful performers. His tour credits include Sean "P. Diddy" Combs, L.L. Cool J, Busta Rhymes, Jay-Z, Usher, Mary J. Blige and Aaliyah; his most recent producer credit includes a remix of Madonna's "Masterpiece" released exclusively for Smirnoff's 2012 Nightlife Exchange project. As one of New York City's most sought-after DJs, **Mia Moretti** was dubbed one of "The New Club Kids" by the New York Times and has rapidly established her status through her remix work, including dance-floor tracks for Katy Perry, and live performances. Well-known for her fashion-forward style, Mia recently toured the U.S. as one-half of the DJ and violin duo "The Dolls" and regularly composes original tracks for runway shows. Former Atlantic Record exec, **Ben Maddahi** has worked with artists including Flo Rida, David Guetta, Kanye West and Enrique Iglesias amongst many others. He is now president of the red-hot music publishing company Artist Publishing Group where he represents songwriters and producers who have produced and written hit records for a multitude of A-list artists across several different genres.

Throughout the season, "**Master of the Mix**" will also feature some of the biggest names in music as guest judges including the EC Twins, [Estelle](#), [DJ Irie](#) and [Lil'Jon](#).

"We are proud to welcome back DJ Kid Capri and introduce newcomers Amanda Seales and judges Mia Moretti and Ben Maddahi to the "**Master of the Mix**" family," said Erin Chin, Senior Brand Manager, Smirnoff. "This team will be instrumental throughout season three as the Smirnoff brand continues to celebrate the inventive spirit of DJs."

"**Master of the Mix**" is giving DJ hopefuls a platform to showcase their skills and knowledge of music culture while spinning on a full range of styles — from hip hop to house to open format and everything in between — testing their music IQ with performance challenges in front of host Amanda Seales and an all-star cast of judges, including DJ Mia Moretti, Kid Capri and former Atlantic Records executive Ben Maddahi. The DJ that proves they have what it takes on the turntables will take home the coveted title of "**Master of the Mix**" and a receive \$250,000 prize.

"**Master of the Mix**" is produced by GTM, a 360 marketing and content development agency, and Electus, who in partnership with Diageo and VH1 are the show's Executive Producers. Electus International retains all global rights for the format.

Full episodes will be available at [MasterOfTheMix.VH1.com](#) and additional content will be housed at [MasterOfTheMix.com](#). Follow [@VH1](#) and [@MasterOfTheMix](#) on Twitter and use hashtag [#MasterOfTheMix](#) to join the conversation. Like [Master Of The Mix on Facebook](#). And while mixing it up, always remember to enjoy Smirnoff responsibly.

### About VH1

VH1 delivers the ultimate mash-up of music, pop culture and nostalgia for adults who still want to have fun. VH1 is available in 99 million households in the U.S. VH1 also has an array of digital channels and services including VH1 Classic, VH1 Soul, VH1 Mobile and [VH1.com](#) and [@VH1](#), the hub for all things music and pop culture. VH1 is a unit of Viacom Inc. (NASDAQ: VIA, VIAB), one of the world's leading creators of programming and content across all media platforms. For more information, go to [www.vh1press.com](#), [VH1.com](#), or the [VH1 Facebook](#) page. Follow us on Twitter [@VH1PR](#).

### About SMIRNOFF

SMIRNOFF, the world's number-one selling premium spirit and the top-selling flavored vodka in North America, traces its heritage back to 19th century Russia, and the brand was revived in the United States in 1934. In a January 2005 New York Times blind taste test of 21 world-class vodkas, SMIRNOFF was named its "hands-down favorite." SMIRNOFF has always been known for quality vodka and is enjoyed responsibly in 130 countries around the world. For more information, log on to [www.SMIRNOFF.com](http://www.SMIRNOFF.com).

### About Diageo

Diageo (Dee-AH-Gee-O) is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine. These brands include Johnnie Walker, Crown Royal, J&B, Windsor, Buchanan's and Bushmills whiskies, Smirnoff, Ciroc and Ketel One vodkas, Baileys, Captain Morgan, Jose Cuervo, Tanqueray and Guinness.

Diageo is a global company, with its products sold in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands, and performance, visit us at [Diageo.com](http://Diageo.com). For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit [DRINKiQ.com](http://DRINKiQ.com).

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