



THE GALAXI LIFE



E.T.

Atlanta's original Durtty Boy. Radio phenom, culture provocateur, and founder of a universe of media, fashion, and unfiltered conversation.

ELECTRONIC PRESS KIT · 2026

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WHO IS E.T.

THE GALAXI PHENOM



*"You just have to listen,
to understand."*

E.T. is Atlanta's original Durtty Boy, one of the most recognizable voices and personalities on the city's Urban radio and club scene. The phenom who used to just be "Durtty" now reps the GALAXI.

With a reach in the hundreds of millions of monthly U.S. listeners, iHeartMedia tapped E.T. in 2016 to anchor nights on the Hip Hop and R&B simulcast **92.3 / 96.7 The Beat**. It was the network's reentry into one of the most competitive Urban radio markets in the country.

A trendsetter and enigmatic provocateur, E.T. blazed his show, "**The Galaxi**," with signature segments as raw as his ambition: **Truth Is, Check Me If I'm Wrong**, and **Bosses & Baddies**.

Before that, the tatted skateboard enthusiast helped create, produce and host the **#1 Hip Hop radio show in Atlanta**, holding the #1 night slot for years as the explosive half of **The Durtty Boyz** on 107.9fm.

A larger than life personality, E.T. has been featured on reality TV, including **Growing Up Hip Hop, The Braxtons**, and Jermaine Dupri's **Rap Game**. Convinced of his destiny at 17, he moved from California to Atlanta and turned a Hot 107.9 internship into a firebrand career.

Raised by a mother who sang opera, on everything from Pink Floyd to Sade, that eclectic ear still drives his sound. A proven pitchman, E.T. has produced and starred in campaigns from **Mountain Dew to Cadillac**, and records original music as his alter ego, **Benefit**.

THE ECOSYSTEM

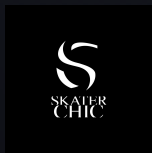
ONE UNIVERSE

The Galaxi Life is the nucleus. It's the parent company that owns and connects everything E.T. builds, and every brand, show, and product orbits a single identity.



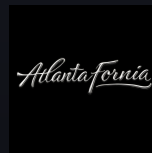
THE GALAXI LIFE

PARENT COMPANY · THE NUCLEUS



SKATERCHIC

The fashion house. Alexander McQueen meets the skate park. Luxury meets rugged, in premium materials.



ATLANTA FORNIA

The flagship podcast with E.T. Extended conversation bridging Atlanta and California culture.



BOSSSES & BADDIES

The women's series and the SkaterChic girls' line. Every woman, every walk of life, every Monday.

THE SHOWS



LOCKED INTO THE GALAXI

STREAMING · RADIO · VIDEO

E.T.'s signature show and the front door to the Galaxi universe. Unfiltered and people first, built on segments that give the unexpected and the "real" instead of the "right."



ATLANTAFORNIA WITH E.T.

PODCAST · LONG FORM

The conversation that bridges both coasts, where Atlanta grit meets California cool. E.T. sits down with artists, founders, and culture shapers for the talks other shows won't have.



BOSSES & BADDIES

MONDAYS · WOMEN FIRST

Every Monday, E.T. interviews women from every walk of life, from OnlyFans creators to doctors, about what they do and how they do it. The series doubles as the identity for the SkaterChic girls' collection.

THE FASHION HOUSE

Skater Chic

Alexander McQueen, mixed with skaters.

SkaterChic is where **luxury meets rugged**. High fashion construction and premium materials, cut for the energy of the street and the skate park.

It is the fashion arm of The Galaxi Life: a brand built to be worn, collected, and recognized worldwide. The **Bosses & Baddies** girls' collection extends the house into a women's line that mirrors the series of the same name.

LUXURY

RUGGED

PREMIUM MATERIALS



TRACK RECORD

THE RÉSUMÉ

#1

ATLANTA HIP HOP RADIO

Helped create, produce and host Atlanta's #1 Hip Hop show, holding the #1 night slot for years as the explosive half of The Dirty Boyz on 107.9fm.

iHeart

92.3 / 96.7 THE BEAT

Handpicked by iHeartMedia in 2016 to anchor nights and lead the network's return to the Atlanta Urban market.

TV

REALITY & NETWORK FEATURES

Featured prominently on Growing Up Hip Hop, The Braxtons, and Jermaine Dupri's Rap Game.

1st

FIRST INTERVIEW PEDIGREE

Among the first to give radio interviews to Migos, 21 Savage, and Young Thug, early on the artists who defined a generation.



Brand campaigns spanning Mountain Dew to Cadillac · Original music as "Benefit" · Trained in MMA, voice & acting



WHERE THIS GOES

THE VISION

01 GLOBAL REACH

Take the interviews and the Galaxi worldwide, into the music scenes of South Korea, Japan, Africa, and Europe.

03 MONETIZE THE CATALOG

Turn the content across every platform into sustained, scalable revenue.

02 EXPAND THE LINE

Grow SkaterChic into a recognized luxury streetwear house with a full women's collection.

04 BUILD THE NAME

More visibility, more influence, and a bigger, more powerful position in the culture.

● SOUTH KOREA

● JAPAN

● AFRICA

● EUROPE



LET'S CONNECT

YOUTUBE

[@thegalaxilife](#)

INSTAGRAM

[@etcali](#)

INSTAGRAM

[@livewithetcali](#)

BOSSES & BADDIES

[@bossesnobbies](#)

FOR BOOKING & PARTNERSHIPS

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