



For Immediate Release

BIG BOY SIGNS SYNDICATION DEAL WITH ABC RADIO NETWORKS

--Deal Includes Syndication of Weekend Show--

DALLAS (August 6, 2007) -- Today ABC Radio Networks announced a multi-year deal with Los Angeles' hottest morning drive personality, Big Boy, to syndicate ***Big Boy's Neighborhood***. Big Boy is currently heard on flagship station KPWR (Power 106). Known for his traffic-stopping billboards in L.A. and his appeal to young influencers, *Big Boy* will launch nationally on Monday, August 20. The show will air LIVE, Monday-Friday, 6am-10am in all time zones.

"We're extremely excited about our partnership with Big Boy," said Darryl Brown, Executive Vice President, Multicultural, ABC Radio Networks. "It's very rare to have a personality that can re-define morning drive for affiliates across the country. Continued Brown, "Big Boy is a proven force and he's gotten it done book after book in one of radio's toughest markets, Los Angeles."

Big Boy's image became well known throughout the greater Los Angeles area in the late 1990s and early 2000s, when Power 106 placed his nearly-nude 500-plus pound image onto billboards throughout the area, spoofing Hollywood blockbusters.

Regarding his new syndication deal Big Boy commented, "This is a great opportunity. People have talked to me in the past and presented opportunities, but I didn't feel like the timing was right until now. We have a great morning show in Los Angeles and I'm very excited to work with ABC to share our show in other markets. It's very exciting!"

Also included in the agreement is the syndication of Big Boy's weekend show which currently airs on 25 affiliates as *Big Boy's Hip Hop Spot*. The weekend show features the hottest headlines in Hip Hop, A-list artist interviews and hit music. After August 25, the show will take on the same name as the weekday morning show ***Big Boy's Neighborhood (Weekend Show)***.

In 2007, Big Boy is nominated for his third prestigious *Marconi Award* having received the *Personality of the Year* by the National Association of Broadcasters (NAB) in both 2002 and 2004. He was named *Personality of the Year* six times by *Radio & Records* and four times by the Radio Music Awards.

Big Boy has made numerous cameos in movies such as *The Longest Yard*, *Charlie's Angels 2* and co-starred in *Deuce Bigelow: Male Gigolo* which grossed over 65 million dollars. FOX television signed Big Boy to co-star in the police drama *Fastlane* in the fall of 2002 and he is also the voice behind MTV's hit show "*Yo Momma.*"

In the fall of 2003, Big Boy had duodenal switch stomach surgery and over the next year lost over 250 pounds.

For more information about ***Big Boy's Neighborhood*** check out www.radiobigboy.com.

About ABC Radio Networks

ABC Radio Networks has nearly 4,400 affiliate radio stations reaching nearly 105 million people age 12 and over each week. Programs and services include ABC News Radio, *Paul Harvey News and Comment*, *The Sean Hannity Show*, *Satellite Sisters*, *The Tom Joyner Morning Show*, *MoneyTalk with Bob Brinker*, *The Mark Levin Show*, *The Michael Baisden Show*, *American Country Countdown with Kix Brooks* and ABC Radio Networks en Español, ten 24-Hour music formats and advanced digital media platforms including online interactive advertising, streaming audio and podcasts.

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Media Contacts for ABC Radio Networks:

Omar Thompson (972) 448-3387 omar.thompson@citcomm.com

Cynthia Young (202) 895-2438 cynthia.young@citcomm.com