



FOR IMMEDIATE RELEASE

## ABC Radio Networks and Radiolicious Sign Sales and Marketing Agreement

DALLAS (March 11, 2009) - ABC Radio Networks and Radiolicious announced today the two companies have signed an exclusive sales and marketing agreement that will provide radio stations the ability to link their music and advertising with smart phone users. The Radiolicious platform offers an advanced digital technology and allows consumers to access their favorite radio station from their smart phone wherever they are across the country. The free application, which is currently available for the Apple iPhone and iTouch, also lets the user interact with the station and advertisers through texting or direct e-mail by merely tapping a button on their phone. ABC Radio Networks will support affiliation efforts through targeted outreach to radio stations and will sell station inventory for the application that will be utilized on the station's Radiolicious link and on-air.

“This is an outstanding opportunity for us to enhance our digital business and grow our list of digitally integrated affiliates while also securing non-traditional revenue,” said Dave Van Dyke, Vice President of Affiliate Relations for ABC Radio Networks. “Our company has been aggressively adding programming options and pursuing vehicles that appeal to a younger audience. This partnership provides us with a fantastic tool in reaching a rapidly growing segment of the population that is tech-driven and loves staying connected.”

The Radiolicious application launched in 2008 and has proven to be extremely popular with iPhone and iTouch users. More than 100,000 users have downloaded the application to date with an average of more than 1,000 new downloads per week. There are currently more than 600 radio stations already utilizing the service to make themselves available to radio audiences on the go. The application will be soon be available to Blackberry users.

“Partnering with the team at ABC Radio Networks gives us instant talent and reach for ramping up our affiliation and sales efforts as we continue to grow,” said TJ Lambert, EVP and COO for Radiolicious. “Making the right content available on the right devices is critical for radio in staying relevant with the younger audience. Our goal is to provide the most compelling content from around the world through our player.”

Banner ad space on the application will be shared between the network and local stations, which will afford local sales managers the opportunity to generate local advertising dollars. The ads are also geo-target sensitive and can offer location-specific advertiser options based on where the user is currently accessing a station.

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### **About MySimBook, Creator of Radiolicious**

MySimBook is the leading radio station super network, and content aggregator, both online and on the iPhone® and iPod Touch® devices. MySimBook is building a community that lets members broadcast themselves to both individuals and groups through text messaging and social networking. Through its Radiolicious® native application player MySimBook is enabling millions of users to experience live streaming radio signals on their iPhone® and iPod Touch® devices.

### **About ABC Radio Networks**

ABC Radio Networks has 4,400 affiliate radio stations reaching more than 105 million listeners in the 12+ demographic each week. Programs and services include ABC News Radio, *Paul Harvey News and Comment*, *The Mark Levin Show*, *The Michael Baisden Show*, *The Tom Joyner Morning Show*, *Big Boy's Neighborhood*, *The Ride with Doug and DeDe*, *Kidd Kraddick in the Morning*, *Imus in the Morning*, *Radio Perez* with Perez Hilton, *MoneyTalk with Bob Brinker*, *The Ric Edelman Show*, *The Huckabee Report*, *The Joe Scarborough Show*, *Rick Dees Weekly Top 40*, *Tom Kent* and *American Country Countdown with Kix Brooks*. Other ABC services include advanced digital media platforms with online interactive advertising, streaming audio and podcasts, ABC Sports Radio, syndicated music and talk programs including *Flashback*, format-specific ePREP, production libraries, nine 24-Hour Formats, including Scott Shannon's True Oldies Channel and ESPN Radio. ABC Radio Networks en Español includes leading Spanish-language programming such as *Conexión Thalía*, *Tu Vida Es Mi Vida con María Marín*, *Celebrating the Healthy Life with María Celeste*, and ESPN Deportes Radio.