



CITADEL MEDIA AND LISTENER DRIVEN RADIO ANNOUNCE PARTNERSHIP

Innovative Model Turns Radio Broadcasts to Crowdcasts Through Audience Engagement

NEW YORK (Nov. 2, 2009) – Citadel Media announced today it has signed an agreement with Listener Driven Radio (LDR), a new platform that allows listeners to program their favorite radio stations. LDR delivers a groundbreaking experience that turns radio audiences into collaborators for stations seeking the next level in audience interaction. The LDR system is the most comprehensive interactive radio programming platform available and provides audiences enhanced control and a feeling of ownership. Radio listeners are able to request songs, impact playlists and upload or vote for new music through radio station websites, smartphones, iPhones, Facebook, MySpace and Friendster as well as 80 other social networks.

Station programmers are able to set guidelines for audience control of its playlist as broad or narrow as they choose. LDR also feeds station Twitter accounts automatically, helping to build tune-in and time spent listening.

“Our partnership with LDR is a win for our portfolio,” said John Rosso, President of Citadel Media. “As we evaluated the new platforms launching in the crowdcasting space, we knew a joint venture with the teams behind LDR’s creation from McVay Media and Lee Zapis would be the most advantageous. The LDR leadership group has a keen insight into programmer mindsets and an understanding of exactly how this needs to work from the station’s perspective. We believe this technology affords listeners an opportunity for a new level of interaction with their radio, while providing monetizing opportunities and increased ratings for stations.”

Radio groups already utilizing LDR include Virgin Radio France, RFM France, The Joy-FM Radio Network and KTTB in Minneapolis. The platform is available for use across all music formats and provides a turnkey digital presence that goes beyond merely exposing a station’s brand to creating engagement and relationships with audiences online.

“Radio stations have historically depended on a long feedback loop to gain an understanding of what their audience wants to hear but today’s listener lives in an instant gratification world,” said Daniel Anstandig, President of McVay New Media and LDR architect. “With LDR, stations go from music ‘broadcasting’ to ‘crowdcasting’ giving the audience the power to influence music scheduling and playlists in real-time. Stations will begin to play music not ‘to’ their audience but ‘with’ their audience. We’re excited to work with the extraordinary team at Citadel Media and anticipate rapid growth as they help us build a broad base of affiliates.”

LDR stations will have access to a 24-hour support team available to assist with IT, engineering and programming questions. Through a partnership with MusicMaster, LDR also directly integrates with the station's music scheduling software. Each station receives specific sales materials designed to produce sponsorships on the LDR system, helping to immediately monetize the platform for each affiliate.

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About Listener Driven Radio

Listener Driven Radio empowers “broadcasters to become crowdcasters” – enabling listeners to influence a radio station's programming in real time via web and mobile. A revolutionary model for radio, LDR was launched in 2009 by radio consultants, Daniel Anstandig and Mike McVay and radio owner and media entrepreneur, Lee Zapis. Listener Driven Radio's strategic partnerships in the radio and software development industries contribute to the company's unique position in the marketplace as a leader in shaping the future of radio and audience engagement. For more information on Listener Driven Radio, visit www.listenerdrivenradio.com or call 877-221-7979.

About Citadel Media

Citadel Media has 4,400 affiliate radio stations reaching more than 107 million listeners in the 12+ demographic each week. Programs and services include ABC News Radio, *The Mark Levin Show*, *The Michael Baisden Show*, *The Huckabee Report*, *Radio Perez* with Perez Hilton, *The Joe Scarborough Show*, *The Tom Joyner Morning Show*, *Imus in the Morning*, *Big Boy's Neighborhood*, *Kidd Kraddick in the Morning*, *MoneyTalk with Bob Brinker*, *Rick Dees Weekly Top 40*, *Tom Kent* and *American Country Countdown with Kix Brooks*. Other Citadel Media 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. Citadel Media en Español includes leading Spanish-language programming such as *Conexión Thalía*, *Tu Vida Es Mi Vida con María Marín*, and ESPN Deportes Radio. The network has a digital partnership with SustainLane, the nation's largest green ad network, which delivers more than 31 million unique visitors per month.