



The Donny Osmond Show Launches with Citadel Media

Pop Culture Icon and Dancing With The Stars Champion To Host Daily Radio Music Program

NEW YORK (Jan. 6, 2010) – Entertainment icon Donny Osmond will host a new lifestyle-driven music radio show targeting the advertiser-coveted female demographic for radio syndication network Citadel Media. *The Donny Osmond Show* was developed with broadcast industry consultant Mike McVay of McVay Media and will be the first offering from McVay Syndication. The program will air weekdays from 10 a.m. - 3 p.m. and will launch nationally on January 18 with 60 stations. *The Donny Osmond Show* will provide an energetic, upbeat option for stations seeking a workday connection with their listeners and is designed for both adult contemporary and classic hits radio formats.

“Donny Osmond is a classic American performer who has spent the majority of his life bringing smiles to audiences around the world and continues to captivate his tremendous fan base today,” said Carl Anderson, Senior Vice President of Programming and Distribution for Citadel Media. “The opportunity to bring his talents to a national radio platform aligns perfectly with our network initiative as we offer affiliates customized daypart programming with the personalities stations are looking for. As a legendary entertainer known for his friendly, humorous presentation, Donny will be able to deliver immediate results for our partners.”

“Our team is extremely proud to be part of introducing *The Donny Osmond Show* to radio listeners across the country,” said Mike McVay, President of McVay Syndication. “Donny is such a relatable, natural personality and has historically drawn the interest of a wide-ranging audience. His recent popularity and success on “*Dancing with the Stars*” has reminded all of us what a dynamic performer he is and charmed a new generation of fans as well.”

During his career, Osmond has been a singer, actor, triple-threat television series host (talk show, game show and variety show), best-selling author, commercial spokesperson, motivational speaker and even a race car driver. Reflecting his multi-generational worldwide fan base, his Web site, donny.com, receives a staggering 120 million-plus hits annually.

Osmond began capturing America’s heart at the age of four, joining his brothers as a regular on NBC. Soon after, The Osmonds were recording and touring internationally and Osmond-Mania swept the world. A stellar solo career ensued and was followed by hit records with his sister Marie, totaling 80 million records sold and still counting. That pairing led to the ABC launch of *The Donny & Marie Show*, one of the most successful variety series ever to air on American television. Since September 2008, the duo have been performing weekly to sellout crowds at The Flamingo Hotel in Las Vegas. Originally intended as a limited six-month engagement, their show was recently extended through 2012 due to unprecedented worldwide demand. Osmond is the current champion of *Dancing with the Stars*, which was seen by 35 million television viewers each week during the 2009 season.

The Children’s Miracle Network, his family’s charitable foundation, has raised more than \$3 billion for children’s hospitals. He and Debbie, his wife of 30 years, have five children.

About McVay Syndication

McVay Syndication is a newly launched programming service from McVay Media President Mike McVay. McVay's syndication experience includes more than 25 years of consulting radio stations and syndicated programming. He was an original partner in *The Delilah Show*, consulted *Dick Clark's Rock, Roll & Remember* and continues to consult *The John Tesh Show*, *Rick Dees Weekly Top-40* and *The Jim Brickman Show*. For more information, visit www.mcvaymedia.com.

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*, *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, eight 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 digital partnerships with SustainLane, the nation's largest green ad network delivering more than 31 million unique visitors per month and Terra, a leader in Hispanic digital content.