



## CITADEL MEDIA ANNOUNCES NEW SALES EXECUTIVES

### *Edwin Rivera-Searles Named Senior Vice President of Sales – Craig Rossi Named Vice President for West Coast Sales*

NEW YORK (May 24, 2010) – Citadel Media today announced the appointment of two key sales executives. Edwin Rivera-Searles has been named Senior Vice President of Sales for the company and Craig Rossi will serve as Vice President of West Coast Sales. A network radio veteran, Rivera will be responsible for managing all aspects of Citadel Media’s sales divisions and leading revenue growth. He will report to Citadel Media President John Rosso and be based in the New York office. Rossi, who comes to the network from parent company Citadel Broadcasting, will direct West Coast sales operations from the network’s Los Angeles office and report to Rivera.

“Ed brings an outstanding track record of national account wins and a keen understanding of portfolio management to our sales function,” said Rosso. “Throughout his years in this field, he has developed a remarkable rapport with the agencies and clients that drive the network radio business. I’m pleased to add his strategic vision and industry knowledge to our leadership team. We’re also very fortunate to have Craig Rossi joining our network. He has a significant history of successes with major advertisers in his region and is a valuable addition to our overall sales capabilities.”

Rivera began his broadcast sales career with Univision Television’s owned and operated stations in New York and San Francisco before joining CBS Radio. He went on to manage sales for AMFM Radio Networks New York office prior to its acquisition by Clear Channel. Since 2001, Rivera has served as Vice President – Sales Manager for the New York office of Premiere Radio Networks. During his tenure, he consistently increased share and revenue for Premiere.

“Joining the executive team of Citadel Media is a tremendous opportunity and I’m thrilled to be starting at a time when we’re poised for a new phase of growth and development,” said Rivera. “The network offers a diverse programming lineup, which allows us to target a broad array of advertising categories as we work to enhance our overall revenue streams. I look forward to partnering with our clients to deliver customized solutions that serve their advertising goals as we also look to add new clients to our roster.”

Since 2008, Rossi has served as Western Regional President for Citadel Broadcasting while also directing sales for the company’s Los Angeles station cluster, which includes KLOS, KABC and the Los Angeles Dodgers Baseball Radio Network. Prior to joining Citadel, he held positions in both sales and station management for the Clear Channel Los Angeles cluster.

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### **About Citadel Media**

Citadel Media has 4,200 affiliate radio stations reaching more than 106 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, *Imus in the Morning*, *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 Thalia*, *Tu Vida Es Mi Vida con Maria Marín*, and ESPN Deportes Radio. The network also has a digital partnership with Terra, a leader in Hispanic digital content.