



FOR IMMEDIATE RELEASE

**CITADEL MEDIA ANNOUNCES NEW NATIONWIDE NETWORKS  
DELIVERING TARGETED DEMOGRAPHICS FOR ADVERTISERS**

NEW YORK (July 14, 2010) – Citadel Media today announced the launch of 10 new networks designed to provide advertisers with more targeted audiences and prime inventory during key dayparts. The nationwide networks will consolidate similar station formats within the network’s lineup based on consumer behavior while maximizing top market distribution and providing increased average ratings.

“This effort represents a fundamental change in how we target and allocate inventory, which will result in a greater return on investment for our advertisers,” said John Rosso, President of Citadel Media. “We are realigning our network of affiliates into sales networks that are more responsive to the needs of client and agency requests. Our inventory will be matched with the lifestyle attributes of stations’ listeners as opposed to individual shows or products.”

The new networks are Contemporary FM; Contemporary FM Weekend; Family FM; Boomer FM; Boomer FM Weekend; News & Info; Upscale Adult; Entertainment Weekend; Metro Latino; and Nuestra Familia. Each offers advertisers detailed characteristics including coverage, audience composition and ratings and also provides unique lifestyle keys.

“Our research coupled with direct feedback from our advertisers has led to the creation of a more efficient, transparent grouping of our networks, said Edwin Rivera-Searles, Senior Vice President of Sales for Citadel Media. “Now when advertisers come to market needing a Female 18-49 audience, we can deliver a more targeted offering yielding stronger results. Similarly, our Hispanic and News/Talk categories are far more refined with separate networks dedicated to serving specific needs.”

The new nationwide networks will be in place beginning in the fourth quarter of Citadel Media’s current fiscal year.

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### **About Citadel Media**

Citadel Media has 4,200 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, *Imus in the Morning*, *Kidd Kraddick in the Morning*, *MoneyTalk with Bob Brinker*, *The Larry Kudlow Show*, *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 María Marín*, and ESPN Deportes Radio. The network also has a digital partnership with Terra, a leader in Hispanic digital content.