



CITADEL MEDIA ANNOUNCES MULTI-YEAR SYNDICATION DEAL WITH THE MICHAEL BAISDEN SHOW

NEW YORK - (July 19, 2010) – Citadel Media announced today it has signed national radio personality Michael Baisden to a multi-year extension. *The Michael Baisden Show* has become one of the most successful and popular programs in the radio industry since it launched in 2005. Airing across 75 affiliate stations, it is the top-ranked Urban afternoon program in the country and holds the number one position in its slot in key markets such as Miami, Charlotte, Baltimore, Orlando and Washington, DC. Recent PPM figures also indicate strong audience gains in New York, Philadelphia, Atlanta and Cleveland.

“The opportunity to continue our partnership with Michael is a tremendous win for our affiliates and advertisers,” said John Rosso, President of Citadel Media. “He is a dynamic host and has repeatedly proven his ability to connect with his listeners who are fiercely loyal to his brand. I’m proud we will be working with him well into the future.”

In February, Baisden launched the One Million Mentors Tour and has been on a 72-city trek delivering his message on the need for mentors in local communities. In each market along the tour, local and national mentoring organizations have seen significant increases in registrations for mentors. Known for his activism on a range of issues from literacy to unequal justice, Baisden is also credited with leading the Jena Six March in Louisiana in 2007 and is highly regarded as a catalyst for change.

“Every day my goal is to engage our audience with a meaningful discussion on the topics that matter most in their everyday lives. I’m pleased to know I’ll continue doing that with the team here at Citadel Media,” said Baisden. “For the last five years, we’ve been able to grow the program - not just in markets and ratings - but also in the way we touch our communities. Our listeners are among the most responsive in radio and have truly stepped up to address the key issues facing our country. It’s extremely gratifying to realize what we’ve accomplished so far and also to know we’ll keep doing more together.”

The Michael Baisden Show is hosted by *New York Times* best-selling author Michael Baisden. The entertaining four-hour afternoon radio program airs Monday - Friday from 3-7 p.m. ET and combines the best in music, comedy and social commentary to inspire real change across America. Heard in 22 of the top 25 Urban radio markets, *The Michael Baisden Show* reaches more than 5 million listeners each week and is syndicated by Citadel Media.

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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 Thalía*, *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.