



FOR IMMEDIATE RELEASE

**CITADEL MEDIA AND MSNAP ANNOUNCE
MOBILE MARKETING PARTNERSHIP**

NEW YORK (July 22, 2010) – Citadel Media and mSnap today announced a marketing and sales agreement, which will enable mSnap to provide mobile marketing capabilities to radio stations on a barter basis. Already serving as the provider of text messaging platforms for Citadel Broadcasting owned stations, mSnap will now offer the same services to stations in exchange for commercial inventory instead of cash.

“This barter program presents stations the opportunity to use mSnap’s industry-leading technology to boost ratings and increase connectivity with listeners,” said John Rosso, President of Citadel Media. “Additionally, station sales departments will be able to utilize these capabilities to create a source of new revenue.”

The mSnap platform enables broadcasters and advertisers to extend reach and drive measurable marketing results. For broadcasters, it creates participatory programming and drives new sources of revenue while advertisers gain access to millions of mobile users in a highly targeted and relevant way, to deliver offers, promotional messages and other consent based advertising.

“Our goal has always been to make our mobile solutions available to all local media companies,” said Martin Kristiseter, President of mSnap. “We currently work with more than 750 broadcasters and we’ve worked very hard to help grow their brands, audiences, and revenues. We’re proud of the progress we’ve made so far and believe our relationship with Citadel Media will greatly expand our radio foot print.”

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About mSnap

mSnap provides mobile solutions to local media companies to help grow their brands, audiences and revenues. Through its network of 750 broadcasters, mSnap provides agencies and brands with the means to reach and engage more than 35 million opted-in consumers. The company's clients include Citadel Broadcasting, Clear Channel, CBS, Entercom, Cumulus, Saga Communications, Comcast, Beasley and many others. mSnap is a privately held company headquartered in Denver, CO with additional offices in San Francisco and New York City. For additional information, please visit www.msnap.com. You can also follow mSnap on Twitter @mSnapinc.

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.