



IMMEDIATE RELEASE

600 WSJS AND 680 WPTF ARE THE NEW RADIO HOMES FOR NASCAR IN THE TRIAD AND TRIANGLE

RALEIGH, NC (February 4, 2011) NewsRadio 680 WPTF and 600 WSJS, The Triad's NewsRadio, have announced they are now "NASCAR Radio" for the Triangle (Raleigh-Durham-Chapel Hill) and Triad (Greensboro-Winston Salem-High Point) respectively. Effective with the 53rd Daytona 500 on Sunday, February 20th, the stations will broadcast the entire season of Sprint Cup Racing on their expansive AM signals. As North Carolina's newest affiliates for both the Motor Racing and Performance Racing Networks, the stations will carry all Sprint Cup races plus the popular NASCAR "LIVE" call-in program Tuesday nights at 7:00PM.

"Sprint Cup Racing ranks among the most popular fan sports in America," said Curtis Media President/COO Phil Zachary. "The passion race fans display at the track plays out time and again in their consumer behavior. They're profoundly loyal to team sponsors and media partners thereby making any association with NASCAR a potential goldmine for advertisers." Zachary says sponsor interest has been immediate and proposals will be closing within the next few days. "We expect the infusion of ratings and revenue to be significant," he said.

Curtis Media Group (CMG) is North Carolina's largest independent radio broadcaster with 25 radio stations and 70 affiliates reaching more than two-million weekly listeners across the state. CMG also operates the North Carolina News Network, Triangle Traffic Network, Southern Farm Network, CMG Interactive Marketing, TriangleHelpWanted.com, CMG Southern Sales, Triad Sports Network and State Government Radio.com.

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