



IMMEDIATE RELEASE

**CURTIS MEDIA NAMES ALEX MCTIGHE GENERAL
MANAGER OF LA LEY 101.1 (WYMY), SERVING
NORTH CAROLINA'S HISPANIC COMMUNITY**

RALEIGH, NC (June 4, 2013) Curtis Media Group has named Alex McTighe general manager of the company's Spanish Contemporary La Ley 101.1 (WYMY-FM). Licensed to Burlington, NC, the station serves a large and rapidly growing Hispanic community in both the Raleigh-Durham-Chapel Hill and the Greensboro-Winston Salem-High Point radio markets. McTighe immediately assumes the new role from his current position as national sales manager for the company. Prior to joining Curtis Media Group in 2010, McTighe was an account executive for McGavren Guild Media in Los Angeles and also worked in both local and national sales for Spanish Broadcasting System, Clear Channel Radio Sales and Eastman Radio Sales, all in New York. He is a 1999 graduate of Muhlenberg College.

"When we originally hired Alex we took note of his experience successfully selling Hispanic radio in New York," said Phil Zachary, President and COO of Curtis Media Group. "One way or another, we felt he could help us grow this important asset in our company. Now, after almost three years of representing our entire station portfolio to the national markets, I'm very excited to see Alex's talents entirely focused on this important leadership role." McTighe replaces Jon Bloom, the station's founding general manager, who resigned after more than a decade to pursue other professional ambitions.

McTighe says a life-long dream has been to manage his own station. "When approached about this position, I jumped at the chance," he said. "To be able to run one of the best Spanish language stations in the country is a great opportunity, and I look forward to continuing the tradition of excellence both Curtis Media and La Ley are known for."

Curtis Media Group (CMG) is North Carolina's largest independent radio broadcaster with 25 radio stations and 72 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 Southern Sales, CMG Interactive Marketing, TriangleHelpWanted.com, Triad Sports Network, The ACC Sports Journal and State Government Radio.com.

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