

IMMEDIATE RELEASE

CURTIS MEDIA ANNOUNCES NEW RADIO STATION PLAYING CLASSIC COUNTRY HITS

RALEIGH, NC (May 10, 2010) The biggest Country music artists of the 60's, 70's and 80's are back on the air and on-line thanks to a new venture by Curtis Media Group. This morning, the company launched Country Legends 570AM, the new WQDR. Like its famous sibling, 94.7 WQDR-FM, Country Legends 570 will feature Nashville's megastars. But unlike WQDR-FM, which plays today's best and most continuous Country songs, the playlist for Country Legends 570 will hark back to the decades before Garth Brooks, Taylor Swift and Tim McGraw made Country music an international, multi-media phenomenon.

"It's a brand new radio station for listeners who loved Country music before Country went Hollywood," said Curtis Media President/COO Phil Zachary. "If you've wondered where all those Hall of Fame artists have gone, they're right back where they belong...on the radio." Country Legends 570 will feature an extensive playlist built around superstar artists like Waylon Jennings, George Strait, Anne Murray, Kenny Rogers, Crystal Gayle, Alabama, Eddie Rabbit, Dolly Parton, Ronnie Milsap, The Oak Ridge Boys, Patsy Cline, Willie Nelson and many more.

In keeping with today's consumer trends, the new Country Legends 570 will be available to listeners on a multi-portal distribution platform. Besides its traditional signal on the AM band, the new station can also be heard via live Web stream at www.countrylegends570.com and through a mobile application available soon at no charge from the iPhone App Store. "The launch of Country Legends 570 will be our first for a station across multiple deliverable channels," Zachary said. "We know our listeners want the best, digital audio quality available, and we're keenly aware they'll want to take Country Legends 570 with them wherever and whenever they travel." The station is being consulted by veteran Country Radio programmer and strategist Rusty Walker who has played a comparable role in helping develop 94.7 WQDR-FM into one of America's most respected Country radio stations and the Academy of Country Music "Large Market Radio Station of the Year" for 2010.

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. In addition, CMG operates the North Carolina News Network, Triangle Traffic Network, CMG Interactive Marketing, TriangleHelpWanted.com, the Southern Farm Network, CMG Southern Sales and State Government Radio.com.

For More Information: