



IMMEDIATE RELEASE

RALEIGH-DURHAM'S LA LEY 96.9 TO ADD SECOND FM SIGNAL; EXPANDS COVERAGE WEST TO GREENSBORO-WINSTON SALEM-HIGH POINT MARKET

RALEIGH, NC (March 30, 2012) La Ley 96.9 (WYMY-FM), the dominant Hispanic radio station in Raleigh-Durham and Eastern North Carolina, is adding a second, 100,000-watt, FM signal to cover the Greensboro-Winston Salem-High Point MSA. The station consistently ranks among the Triangle's Top-10 for reaching listeners in the lucrative 18-34 and 18-49 year-old demographic cells and will now set its sights on the adjacent Triad market which has been without a full-signal Hispanic radio station since December, 2009. Beginning Tuesday, April 3rd, 100 percent of the programming now heard on La Ley 96.9 will be simulcast on the new La Ley 101.1 (WZTK-FM). That station had previously broadcast a format of talk, news and sports as "FM Talk 101.1" but signed off March 13th to prepare for this move.

Jon Bloom, Vice President/General Manager of La Ley 96.9, said advertisers, listeners and Hispanic community leaders have been requesting this for years. "There isn't a week that goes by when I don't get a handful of phone calls or e-mails asking why we don't put a live, local station like La Ley 96.9 on the air in the Triad," he said. "With the enormous—and established—Hispanic population there, it makes good business sense to give those consumers a big radio voice they can be proud of." Research conducted by McGavren Guild Media reveals the Hispanic population of the combined Raleigh-Durham and Greensboro-Winston Salem radio markets approaches 400,000 (persons 12+) creating the 25th largest Hispanic media market in America. The original La Ley 96.9 signed on in 2003 and was the first full-signal Hispanic FM station in the southeast.

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 Southern Sales, CMG Interactive Marketing, TriangleHelpWanted.com, Triad Sports Network and State Government Radio.com.

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