



IMMEDIATE RELEASE

BOB MIDLES NAMED TO NEW POSITION AT THE SOUTHERN FARM NETWORK

RALEIGH, NC (March 16, 2011) The Southern Farm Network has named Bob Midles as its Sales and Operations Manager, effective March 1, 2011. Midles joined the network in October, 2010 as an account executive and succeeds Barbara Price who retired in February after 38 years with the company. The Southern Farm Network has been providing agricultural news and information to farmers in North and South Carolina and Southern Virginia for 36 years with daily agriculture broadcasts on numerous affiliate radio stations. The network's companion Web site www.sfntoday.com was launched as a partner to the broadcast operation last year. Both the network and Web site are owned and operated by Raleigh-based Curtis Media Group.

Midles is a native of southwestern Missouri where he grew up on his family's farm. After obtaining a degree in agricultural journalism from the University of Missouri, he spent twelve years working with some of the industry's top agricultural advertising agencies. Midles also worked nine years in newspaper advertising before joining the Southern Farm Network last fall.

In his new position, Midles will report to Vice President/General Manager Rick Heilmann and be responsible for the network's radio advertising sales, radio affiliate arrangements and overall execution of client advertising campaigns. He will also continue to represent the network's Web site to network advertising clients. Midles is a member of the National Agri-Marketing Association (NAMA) and the National Association of Farm Broadcasters (NAFB) and resides in the Raleigh-Durham area with his wife and two daughters.

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

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