



IMMEDIATE RELEASE

**ANNUAL CURTIS MEDIA GROUP ADVERTISING EFFORT
BODES WELL FOR TRIANGLE ECONOMY**

RALEIGH, NC (October 23, 2008) On a day when the Dow Jones Industrial Average continued its downward spiral, local business owners in the Triangle displayed fervent economic optimism by voting with their advertising budgets. Curtis Media Group staged its 7th Annual One-Day, Prime-Only Sale on radio commercials on Tuesday, October 21st, and advertiser response was the second best this decade. In just nine hours, almost 200 local businesses committed nearly \$1.9 million in radio advertising to air between late November and the end of March, 2009. That number topped the total for last year's sale and was second only to the record-breaking final number of \$2.12 million set in 2006. Curtis Media's One-Day, Prime-Only Sale is akin to network television's upfront buying season. Local advertisers are afforded the lowest commercial rates for the next five months in exchange for a non-cancellable advertising commitment on company-owned radio stations. It's typically a harbinger of how well the ad market will hold up in the subsequent year.

Tuesday's results stunned the company's senior management team who were braced for a challenging time. "Three of our largest advertiser categories over the last decade have been automotive, home builders and mortgage lenders," said Curtis Media President Phil Zachary. "With the challenges facing those three sectors, we were prepared to be content doing half our typical yield on the One-Day, Prime-Only Sale. To see local businesses commit to maintaining or building their brand equity positions in such an uncertain economic climate speaks to the strength of our local market and its entrepreneurial enthusiasm". Zachary said the majority of this year's advertisers fell into four distinct categories of commerce: home improvement, health and beauty enhancement, what he calls "affordable feel-good" (low-dollar, instant gratification entertainment) and "gratitude/pride" (gift-giving).

Curtis Media Group (CMG) is North Carolina's largest independent radio broadcaster with nineteen radio stations reaching more than one-million weekly listeners in The Triangle, The Triad and Eastern North Carolina. In addition, CMG operates the Triangle Traffic Network, Cupid.com, TriangleHelpWanted.com, TriangleTrader.com, the Southern Farm Network and State Government Radio.com.

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