



IMMEDIATE RELEASE

**POPULAR MONEY MENTOR AND AUTHOR DAVE RAMSEY
TO JOIN NEWSTALK 680 WPTF FOR DAILY SHOW**

RALEIGH, NC (February 2, 2009) NewsTalk 680 WPTF has announced faith-based financial advisor Dave Ramsey will join the station for three hours each weekday beginning Monday, February 9th. Ramsey has written more than a dozen books and appeared on countless television programs (including *Fox Financial News*, *60 Minutes* and *The Oprah Winfrey Show*), but he's best known for dispensing frank financial opinions via his national radio network of almost 400 affiliate stations. Ramsey's audience spans the demographic gamut from struggling families to besieged business owners with a unique concentration on minimizing the emotional and psychological damage that's often inflicted by money problems.

Ramsey himself took an active role in meeting with station personnel last fall to express his desire for capturing the Triangle and Eastern North Carolina market. "It's great to partner with Curtis Media to reach listeners in Raleigh-Durham," he said. "People there, like everywhere, are searching for answers to their life and money questions, and together we can provide them with answers." WPTF's 50,000 watt signal ensures the program will be heard across North Carolina as well as large portions of South Carolina and Virginia.

"The time is right for Dave Ramsey on WPTF," said the station's general manager, David Stuckey. "From our very first meeting, I was convinced Dave and his team were an ideal fit for us. He's a man of great character and conviction, and his message of disciplined financial conservatism couldn't be more in tune with the general mood of North Carolinians today." Ramsey's show replaces the iconic Clark Howard, a WPTF programming staple for more than a decade, Monday through Friday from 9:05AM until noon. Howard remains on co-owned sister station FM Talk 101.1 WZTK and can be heard throughout the Triangle weekdays from 1:00 'til 4:00PM.

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, CMG Southern Sales and State Government Radio.com.

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