



IMMEDIATE RELEASE

**POPULAR MONEY MENTOR AND AUTHOR DAVE RAMSEY
TO JOIN 600/1200 WSJS FOR DAILY SHOW**

WINSTON SALEM, NC (February 2, 2009) 600/1200 WSJS, the Triad's NewsRadio, has announced faith-based financial advisor Dave Ramsey will join the station for two 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 runs 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 Triad market. "It's great to partner with Curtis Media to reach listeners in Greensboro-Winston Salem-High Point," he said. "People there, like everywhere, are searching for answers to their life and money questions, and together we can provide them with answers." The combined 600/1200 WSJS signals ensure the program will be heard all across The Triad plus portions of Eastern Tennessee and Southern Virginia.

"The time is right for Dave Ramsey on WSJS," said the station's general manager, Tom Hamilton. "From our very first meeting with his team, I was convinced Dave was 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 two hours of "Triad, Live and Local", Monday through Friday from 10:05AM until noon. That show, and its popular host J.R. Snider, will remain on the air in an abbreviated, one-hour format weekday mornings from 9:05 to 10:00AM.

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.

FOR MORE INFORMATION:

Beth Tallent (for Dave Ramsey)
800-572-0388

Tom Hamilton
(336)777-3900 (x 1342)