



CAROLINA'S GREATEST HITS

IMMEDIATE RELEASE

**SHAWN MATTHEWS NAMED OPERATIONS MANAGER
FOR Y-102.9 IN RALEIGH-DURHAM; DOUG PURTEE TO TAKE OVER
MIDDAYS AND STATION IMAGING**

Raleigh, NC (October 13, 2008) Y-102.9 (WWMY-FM) has announced the appointment of Shawn Matthews as the station's operations manager. He assumes the new responsibilities while retaining his current role in parent company Curtis Media Group's Web Design/Interactive Media Department. Concurrently the station has named veteran programmer Doug Purtee as Y-102.9 midday personality and imaging director. Both appointments are effective immediately.

Matthews joined Curtis Media this past July in response to rapidly escalating demand for the company's Internet and digital media initiatives. Prior to that, he was morning host and program director for Capsan Media's radio properties on the Outer Banks of North Carolina. From 2003 to 2006 Matthews was assistant to the regional vice president of programming for Clear Channel Communications in Raleigh, Greensboro, Charleston, SC and Savannah, GA. He holds a BA in Psychology from the University of Maine in Farmington and an MA in Theology from Bangor Theological Seminary.

Purtee is currently a part-time air personality for Y-102.9 and co-owned Country powerhouse 94.7 WQDR. He was formerly operations manager at Opus Broadcasting in Tallahassee, FL and assistant operations manager for Clear Channel Communications in Charlottesville, VA. Purtee was production director for the Curtis Media Raleigh stations from May 1998 to November, 1999 and has held on-air and programming positions in Greenville and Rocky Mount, NC and Sarasota, FL.

"The group we've assembled at Y-102.9 is nothing short of an oldies dream team," said Curtis Media Senior Vice President and Y-102.9 General Manager Trip Savery. "Shawn and Doug join (morning host) Jim Harrison and (afternoon personality) Bill Campbell to create a 'Fab Four' of classic hits talent that's unmatched in this region." Campbell is stepping down as Y-102.9 program director in order to concentrate on his voiceover business, however he'll retain the afternoon slot he's occupied for five years.

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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