



IMMEDIATE RELEASE

CURTIS MEDIA ANNOUNCES NEW SPORTS NETWORK SERVING GREENSBORO-WINSTON SALEM-HIGH POINT

GREENSBORO, NC (July 14, 2010) -- This Thursday, July 15th, sports fans in America's 45th largest radio market will have a new place to brag, bash and bemoan their favorite teams and rivals. North Carolina based Curtis Media Group is repurposing 1200 WSML, 1230 WMFR and newly acquired 1320 WCOG as the new Triad Sports Network. The three stations will operate as a hub-and-spoke entity with some content common to all three signals while other programming is split off to one or two of the frequencies. The new weekday line-up includes ESPN Radio's Mike & Mike in the Morning followed by Curtis Media Group sports director Taylor Zarzour from 9:00AM to 12:00PM. David Glenn, publisher of *The ACC Sports Journal*, anchors noon to 3:00PM, and Mark Packer's Prime Time with the Packman rolls until 7:00PM. ESPN Radio covers nights and weekends.

The Triad Sports Network will concentrate the majority of its weekday programming on themes of particular interest to North Carolina sports fans. Topics and guests will frequently be those with ties to the Atlantic Coast, Southeastern and Southern Conferences, the Carolina Panthers, Charlotte Bobcats, Carolina Hurricanes and NASCAR. In addition, the network has announced it's the new Triad home for football and basketball play-by-play of the Appalachian State Mountaineers and basketball coverage of the High Point University Panthers. Other local teams will enjoy a la carte broadcasts of key rivalries and conference matchups on a game-by-game basis. Chuck Matthews has signed on as the station's exclusive imaging voice.

Curtis Media Group President Phil Zachary says the Triad Sports Network perfectly complements the company's already formidable standing in the spoken word formats. "With our legacy news and talk station, 600 WSJS, and our next generation FM Talk 101.1 WZTK, Curtis Media already owns a preeminent position reaching male opinion leaders and decision makers," he said. Now, the addition of our new Triad Sports Network emphatically underscores our dominance in delivering the best qualitative listening audience in the market." WSJS General Manager Tom Hamilton and WZTK General Manager Bill Whitley will share management responsibilities for the new Triad Sports Network and its branded Web site, www.triadsports.com.

Curtis Media Group (CMG) is North Carolina's largest independent radio broadcaster with 25 radio stations and 74 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 Southern Farm Network, CMG Southern Sales and State Government Radio.com.

For More Information:

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