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**Max Media of
Hampton Roads, LLC**

Press Release



FOR IMMEDIATE RELEASE

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ESPN Radio 94.1-FM (Formerly 1310-AM) Launches October 5 MAX Media Also Announces 1310-AM to Become STAR-1310

ESPN Radio 1310, Virginia's first all-sports radio station, will become ESPN Radio 94.1 FM effective October 5, 2009, it was announced today by MAX MEDIA. Additionally, 1310-AM will become STAR 1310-AM on the same date.

"This was a great opportunity for us to have the most powerful ESPN FM station in Virginia," Max Media Radio, LLC President Eric Mastel said of ESPN Radio 94.1, which will be 40,000 watts and heard from Virginia Beach to Richmond, and from the Eastern Shore to many parts of northeast North Carolina. "We're proud of our new multi-year agreement with ESPN Radio."

Sean Breen, ESPN Radio's Senior VP, Affiliate Sales, said, "We are extremely pleased to continue our long-term partnership with MAX MEDIA and upgrade our position in the marketplace to 94.1 on FM band. MAX MEDIA's passion to serve the sports fan on the local and national level mirrors ESPN's company-wide vision."

Program Director Tony Mercurio said, "We are delighted to continue providing ESPN Radio programming in Hampton Roads," referring to ESPN Radio's *Mike & Mike in the Morning* (6-10 a.m. ET M-F) and *The Herd with Colin Cowherd* (10 a.m.-2 p.m. M-F). "We'll also offer local fans the *Tony Mercurio Show* (3-7 p.m. M-F) and play-by-play of ODU and the Tides, as well as ESPN's MLB and NBA programming, including the World Series and Finals, and college football, college basketball and NFL game broadcasts."

Star 1310-AM will continue to be home of James Madison University sports and Norfolk Admirals hockey, and feature contemporary inspirational programming with the nationally syndicated Yolanda Adams morning show.

Virginia Beach, VA –

Max Media owns and/or operates or has under contract 41 radio stations in 9 markets, including: Norfolk-Virginia Beach, VA, Denver, CO, The Outer Banks of NC, Russellville/Morrilton AR, Selinsgrove PA, Marion-Carbondale IL, Cape Girardeau MO, Poplar Bluff MO and Denver Co. Max Media also owns and/or operates 5 television stations in: Bowling Green KY (NBC), Portland ME (FOX), Missoula MT (ABC), Great Falls MT (NBC) and Butte/Bozeman MT (ABC)