

PRESS RELEASE

March 24, 2008

PR 08-01

RADIO NEW YORK LAUNCHES NEW MUSIC *Radio New York and KEXP Collaborate on New Music Programming*

New York, NY – NYC Media Group President Arick Wierson today announced the launch of new music programming on Radio New York (WNYE 91.5 FM) airing in partnership with KEXP, the legendary Seattle radio station. The new programming, co-produced with KEXP, pays homage to New York’s thriving music scene and offers listeners a wide variety of music programming not currently available on the New York airwaves.

“We’re incredibly excited about the new programming changes to Radio New York,” said NYC Media Group President Arick Wierson. “Introducing more music to our lineup is great for New York radio; we have a tremendous partner in KEXP.”

The three programs premiering today on Radio New York cover a wide range of music types and showcase the innovative sounds listeners can expect to enjoy every Monday to Friday on Radio New York. Below are descriptions of the new shows:

- ***Wake Up***, airing 6AM to 9AM, is a three-hour morning drive show featuring an eclectic mix of music, hosted by Kevin Cole of KEXP.
- ***John in the Morning*** airs 9AM to noon as a simulcast of the long running KEXP variety mix show hosted by John Richards.
- ***MoGlo***, broadcasting from 12AM to 1AM, is a nightly modern global show with a music mix from the streets of New York and around the world, hosted by premier DJs, including Darek Mazzone of KEXP.

In addition, Radio New York will continue its weekly broadcast of *Music That Matters*, produced by Kevin Cole of KEXP, Thursdays from 8PM to 10PM.

Radio New York’s historic partnership with KEXP, dedicated to listeners and independent music, will transform radio in New York.

“The new sounds of Radio New York signal the return of fresh, independent music to the NYC airwaves,” said Matthew Tollin, CFO/GM of Radio Operations for NYC Media Group. “The programming we’re creating with KEXP features the best of indie and world music that really connects with listeners eager for great radio content.”

“Collaborating with Radio New York is a natural for us,” said KEXP Executive Director Tom Mara. “KEXP already champions artists and listeners in New York and we’re thrilled to be in a position to better serve New York based listeners.”

The programming partnership between Radio New York and KEXP is further supported by a marketing campaign created by Publicis New York. The “Liberate Your Ears” campaign will span many forms of media including broadcast radio and television, web content, and other collateral.

“Something happened to radio in New York. During the sixties and seventies, it was at the forefront of introducing the world to the best of British and Indie rock, including the Beatles,” said Rob Feakins, Chief Creative Officer of Publicis New York. “But in recent years it seems to be dominated by bland playlists. This campaign suggests that it’s time to again Liberate Your Ears, through Radio New York where you’ll be introduced to new interesting bands. Bands that you wouldn’t hear in a top 40 song list.”

Radio New York’s collaboration with KEXP will also bring hundreds of cutting edge in-studio performances to New York and establish a presence at live shows throughout the City.

###

ABOUT NYC MEDIA GROUP

NYC Media Group is the largest local media group in the New York City market, spanning one full-power broadcast station, WNYE-TV (branded as NYC TV), three full-power multicast DTV channels, five local basic cable TV channels, one full-power FM radio station (Radio New York, WNYE 91.5 FM), and an array of leading online properties including NYC TV On-Demand. NYC Media Group also operates the Emmy Award-winning production company NYC TV Original Productions and Skyscraper Syndication, the vehicle that distributes NYC Media Group’s content worldwide across multiple platforms.

NYC Media Group also manages a large portfolio of out-of-home media properties including Radio NYC as well as NYC TV Events, a live performance and promotional company that produces large scale music, fashion and entertainment media events. NYC Media Group is a wholly-owned subsidiary of the City of New York. To learn more about Radio New York and NYC Media Group, please visit www.nyc.gov/radio.

ABOUT KEXP PUBLIC RADIO

KEXP is an influential, non-commercial radio station based in Seattle and supported through financial contributions from listeners and businesses worldwide. Over the last three decades, KEXP has built a reputation as a champion of new and emerging artists and musical forms. Today, KEXP programs a rare mix of music spanning multiple genres and the station brings listeners more than 380 live, in-studio performances each year.

KEXP has a mission to enrich people’s lives by providing a wide array of music and by exploring, developing and applying relevant technology to deepen and extend musical experiences. Listeners enjoy KEXP at 90.3 FM in Seattle and around the world at KEXP.org.

The station is governed by the Friends of KEXP, a nonprofit organization that operates the station on behalf of the University of Washington, which holds the FCC license. A partnership with Vulcan Inc. provides facility support and programming collaboration. The University of Washington’s information technology group provides KEXP with the development and application of streaming services, technical expertise and other relevant technology to extend the music experience.

ABOUT PUBLICIS USA

Publicis USA is, a unit of Publicis Worldwide, the original advertising network of Paris-based Publicis Groupe S.A., one of the world’s leading communications companies. Publicis USA clients include Amana, BMW, Citi, The Coca-Cola Company, Denny’s, Garnier, GlaxoSmithKline, H-P, Jenn-Air, KitchenAid, Lancôme, Maytag, Nestlé, Pernod-Ricard (MKI), Procter & Gamble, Ross, sanofi-aventis, Terminix, T-Mobile, VAULT and Whirlpool. For more information, please go to www.publicis-usa.com.

Media Contacts:

Timi Lewis
Director of Corporate Affairs
NYC Media Group
tlewis@tv.nyc.gov / 212 669 7653

Christie Giera
Corporate Communications Manager
PUBLICIS USA
christine.giera@publicis-usa.com / 212 279 5748