

Benztown Branding and Cumulus Media Networks
Announce Partnership

*Companies will Jointly Offer Production Libraries, Voiceover and Imaging Services
And Select Programming from Benztown Radio Networks*

DALLAS (Dec. 12, 2011) – Cumulus Media Networks and Benztown Branding announced today the two companies have signed an exclusive agreement that will create one of the industry’s largest collections of production and imaging libraries. Cumulus will manage affiliation and advertising sales for all current Benztown production and imaging libraries while Benztown will direct production of the network’s current library offerings. Additionally, Cumulus will be responsible for both affiliate and advertising sales for Benztown’s voiceover services and will also serve as exclusive ad sales representation for select Benztown Radio Networks programs.

“This partnership is an outstanding opportunity to enhance the portfolios of both companies by combining some of the most talented and creative producers and designers in radio with our dedicated sales and affiliation teams,” said Dennis Green, Senior Vice President of Affiliate Sales and Broadcast Operations for Cumulus Media Networks. “Benztown brings tremendous category knowledge to the table and has an extremely successful track record of delivering innovative services for stations. Working together allows us to broaden the scope of our collective efforts.”

The new stable of production libraries will include 19 individual services covering Urban, AC, Hot AC, CHR, Country, Rock, Classic Hits, JACK, News/Talk and Sports, each of which will be updated daily. Cumulus Media Network’s branded libraries, which feature popular offerings such as Adrenaline, Ambush, Horsepower, Goldmine, Avalanche and Turbulence will continue to be available to affiliates. Libraries from both companies remain market exclusive but with the majority of formats, there will now be more than one production service to choose from creating an alternative product in markets where one library is already utilized.

“Our goal is to provide the highest quality production services to radio stations from a robust, easy to use platform,” said Dave Denes, President of Benztown Branding and Benztown Radio Networks. “We’re psyched that our products will be available to the universe of Cumulus stations as well as the extensive affiliate base of Cumulus Media Networks. We’re proud of the technologies we’ve developed to make life easier for program directors and station operators and we look forward to innovating with the brilliant folks at Cumulus.”

Cumulus Media Networks signed a sales representation agreement with Benztown in June 2011 for the *The Melissa Etheridge Radio Show*. The network will now also manage advertising sales for additional Benztown shows that complement Cumulus’ roster of syndicated programs. The new sales representations are for *Roundtrip with Dave O*, *Dr. Bruce Hensel*, *The Storm Report*, *Old Farmer’s Almanac*, *The Todd N Tyler Radio Empire*, *The Bring It Minute with Tony Horton* and *Race Report Update*. Cumulus Media Networks will direct affiliation and advertising sales for Benztown’s industry-leading voiceover services, which include more than 100 individual talents available to stations on a barter basis. The network will also represent Benztown’s imaging group, which currently serves more than 300 affiliates.

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About Benztown Branding and Benztown Radio Networks

Benztown Branding is an international radio imaging, production library, and voice-over services company with over 400 affiliations on six different continents. Headquartered in Los Angeles and Stuttgart, Germany, Benztown Branding offers the highest quality imaging workparts for stations in nine formats, including AC, Hot AC, CHR, Country, Urban, Classic Hits, Rock, News/Talk, and JACK. Benztown Branding also provides custom voice-over and imaging services across all formats. Stuttgart, home to our European Studios and the inspiration for our company name, is most famous for manufacturing the highest quality automobiles in the world: Mercedes and Porsche. Just like the city, Benztown Branding stands for quality, innovation and service.

Benztown Radio Networks, a wholly owned subsidiary of Hollywood Radio Networks, Inc. is an international media syndication company providing unique, first-rate programming and features to radio stations and media companies across the world, including *The Melissa Etheridge Radio Show*, *The Bring it Minute with Tony Horton*, *The Todd N Tyler Radio Empire*, *The Ace & TJ Show*, *Hot Mix*, *Slow Jams with R Dub*, *The Dr. Bruce Hensel Show* and *Medical Minute*, *The Storm Report*, *The Old Farmers Almanac Report*, *The Race Report Update*, and *Round Trip with Dave O*. Benztown Radio Networks helps meet the challenges facing radio in the 21st century by providing innovative content, dynamic solutions, and an unmatched experience for affiliates and talent.

About Cumulus Media Networks

Cumulus Media Networks has more than 4,000 affiliate radio stations reaching 121 million listeners in the 12+ demographic each week. Programs and services include ABC News Radio, *The Mark Levin Show*, *The Michael Baisden Show*, *The Huckabee Report*, *Imus in the Morning*, *The John Batchelor Show*, *Doug McIntyre's Red Eye Radio*, *MoneyTalk with Bob Brinker*, *The Larry Kudlow Show*, *Radio Perez* with Perez Hilton, *Kidd Kraddick in the Morning*, *Cannon's Countdown* with Nick Cannon, *Tom Kent* and *American Country Countdown with Kix Brooks*. Other Cumulus Media Networks services include advanced digital media platforms with online interactive advertising; streaming audio and podcasts; ABC Sports Radio; format-specific ePrep; production libraries; and nine 24-hour formats including Scott Shannon's True Oldies Channel and ESPN Radio. Cumulus Media Networks en Español includes leading Spanish-language programming such as *Conexión Thalia* and ESPN Deportes Radio.