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**Max Media of
Hampton Roads, LLC**

Press Release

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Max Media Announces Immediate Mobile Community Engagement App

VIRGINIA BEACH, VA – Max Media of Hampton Roads remains at the forefront of the digital era with the debut of new technologies in order to connect with its listeners in a “mobile” world. On Friday, February 15th a new mobile application will launch for iPhone, Windows and Android devices designed to allow its listeners to have instant access to information and constant engagement. This technology is the first of its kind for a radio broadcast company. The new applications are being launched for Hot 100.5 (WVHT-FM) and 97.3 The Eagle (WGH-FM) with near future additions of ESPN Radio 94.1 (WVSP-FM).

“We are always looking to offer engagement and immediacy to our listeners” exclaims Jeff Rimmer, Vice President of Digital Strategy. “The apps feature more than just mobile streaming capabilities. They feature entertainment news; instant access to Facebook, Twitter, YouTube and Instagram; station contests; local traffic and weather; and more. Listeners now have the capability to instantly communicate with our radio station from the application and share pictures and videos. Something the mobile community has never had available from a radio station and is the first of its kind.”

“With the launch of these apps, we are able to remain in perfect sync with our audience who wants instant connection with our station whenever and wherever they are” say John Shomby, Director of Operations and Programming. “Both Hot and Eagle are constantly engaged in our listeners’ lives and with the evolution of our new mobile applications; we will remain the leader in this digital generation.”

Max Media of Hampton Roads delivers more than just mobile streaming capabilities with the launch of the new application. The “Hot 100.5 App” and “97.3 The Eagle App” are available for free download in iTunes for iPhone and iPad with iOS 6.0 or higher. Users who utilize the Android mobile devices and tablets can download the app for free via Google Play. Windows phone users can download the app free in the Windows Store.

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Max Media owns and/or operates or has under contract 41 radio stations in 8 markets, including: Norfolk-Virginia Beach, VA. The Outer Banks of NC, Denver, CO, Russellville/Morrilton AR, Selinsgrove PA, Marion-Carbondale IL, Cape Girardeau MO and Poplar Bluff MO. Max Media also owns and/or operates 7 television stations in: Traverse City MI (ABC), Bowling Green KY (NBC), Portland ME (FOX), Missoula MT (ABC), Great Falls MT (NBC), Butte/Bozeman MT (ABC) and Tyler TX (CBS).