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**Max Media of
Hampton Roads, LLC**

Press Release

FOR IMMEDIATE RELEASE

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Local Radio Stations Help Local Children This Holiday

VIRGINIA BEACH, VA – Max Media of Hampton Roads is a company that is committed to giving back to their community and will put smiles on more than 1,500 children's faces this holiday season with their first ever "Christmas for the Kids" campaign. The campaign will collect toy donations throughout the Hampton Roads region and will benefit Community Development Institute's Head Start Program, an organization that provides a comprehensive child and family development program to eligible 3 to 5 year old pre-school children and their families.

"With an estimate 1 in 4 children living in poverty, I was saddened by yesterday's news that some families in the Head Start program would not be eligible for the Salvation Army's Christmas-toy giveaway" said Dave Paulus, Vice President and General Manager of Max Media of Hampton Roads. "Our stations are making it a personal mission to make sure no child goes without a toy to unwrap on Christmas morning."

92.9 The Wave, ESPN Radio 94.1, 97.3 The Eagle, Hot 100.5 and Star 1310 are encouraging their listeners to make a donation of a new, unwrapped toy suitable for a 3 to 5 year old to one of their 13 drop off locations at Firehouse Subs located across Hampton Roads. Donations will be collected through Friday, December 16th.

"We are blessed to be able to personally help out our community in their time of need" says John Shomby, Max Media's Director of Programming and Operations. "We know our listeners will open their hearts and share the same commitment to our community in this time of need."

Max Media of Hampton Roads is a locally owned and operated broadcasting company based in Virginia Beach. Through partnership with The Meridian Group and Firehouse Subs, all toy contributions will be delivered to the Head Start center headquarters in Norfolk, Virginia for distribution across Hampton Roads.

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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).