



For Immediate Release

September 16, 2010

For more information contact:

Lisa Allen, Program Director
Hitkicker 99.7/ Monticello Media
(434) 817-7614

Your Country 99.7 WCYK Re-Launches as Hitkicker 99.7

Beginning today, WCYK in Charlottesville, VA becomes Hitkicker 99.7. "This is WCYK 2.0," said Hitkicker 99.7 Program Director Lisa Allen. "We're bringing Central Virginia the same great mix of country hits by today's biggest superstars, only with a whole new attitude."

Along with the name change come a few adjustments in the on-air line-up. Steve Walker moves from mornings on sister classic hits station Generations 102.3 to join Pam Garrison for Hitkickin' Mornings and Tom Scott moves from mornings to take middays live. Lisa Allen remains in afternoons. "Lia" and "After Midnite with Blair Garner" round out the rest of the schedule.

Monticello Media is a private, locally-based company that operates six radio stations serving the greater Charlottesville, Virginia market. In addition to Hitkicker 99.7 WCYK, Monticello Media also owns News Talk 1260 AM and 94.1 FM WCHV, Hot 101.9 WHITE, SportsRadio 1400 WKAV, Tom @ 107.5 WWTJ and Generations 102.3 WZGN.

#