PRESS RELEASE

For Immediate Release

SUMMITMEDIA ANNOUNCES NEW RICHMOND STATION

WHTI FM invites listeners to "relax…"

May 23rd, 2014, Richmond, Virginia – SummitMedia, LLC is introducing a new radio choice for Richmond listeners. EASY 100.9 will focus on the underserved Adult 35+ audience with "relaxing, refreshing music."

The new format on WHTI FM will be soft adult contemporary, featuring artists including Elton John, Billy Joel, Simon & Garfunkel, Fleetwood Mac, Whitney Houston, the Supremes, Chicago, the Police, Barry White, the Beatles, Rod Stewart, the Temptations and many more. "Market research has shown us that there really isn't a station in Richmond that is focused exclusively on relaxing favorites," said Program Director Buddy Van Arsdale, "the 'Alpha Boomers' who love this music are underserved and represent a HUGE economic force."

As part of the Richmond format shifts, the popular CHR station "Hot 100.9" will move up the dial to 106.1 FM. "Hot has developed a loyal following among younger listeners in Richmond," said Richmond market VP Bob Willoughby, "We are very pleased to keep that station and its air-staff in the SummitMedia family."

In addition to broadcast, EASY 100.9 can be heard digitally at easy1009.com, the iHeart Radio and TuneIn Radio apps as well as the SummitMedia mobile app, My Radio Preset.

SummitMedia Richmond properties also include Country station 95.3 FM WKHK, Classic Rock station 96.5 FM WKLR and Hot AC station 103.7 FM WURV. These latest additions increase the cluster to 5 FM radio stations serving the Richmond, Virginia market.

About SummitMedia

SummitMedia, LLC is an integrated broadcasting, digital media, direct marketing, and events company focused on compelling local brands, powerful personalities, and meaningful solutions. For additional information contact us at (205) 326-2552.

Contact Information:
SummitMedia LLC
(205) 326-2552
http://www.summitmediacorp.com/
https://www.facebook.com/summitmediacorp
https://twitter.com/SummitMediaCorp