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For Immediate Release

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Gottschalk to Host The 4th Quarter!

SportsRadio 1400 WKAV, Charlottesville's only fulltime sports radio station, has hired Adam Gottschalk to host its weekday afternoon show, which is being renamed The 4th Quarter. Gottschalk has spent nearly eight years covering sports in the Charlottesville area including the last two years as the University of Virginia Sports Radio Network Coordinator.

Gottschalk will begin his new hosting duties on Monday, August 25, 2008 at 3:00pm on SportsRadio 1400 WKAV. "We had a number of really good options from some excellent candidates. But when it came down to it, Adam's long history and diverse background in covering area sports made him the natural choice," said Joe Thomas, program director of SportsRadio 1400 WKAV. Gottschalk's history also includes play-by-play for UVA baseball, play-by-play for high school football and basketball and morning show fill-in host for WINA. He also served as the lead play-by-play voice for local ACC Select telecasts from Turner Sports in addition to a variety of other broadcast duties over the years.

"I'm really excited about the opportunity to join SportsRadio 1400 WKAV and Monticello Media. Hosting an afternoon show and talking with local fans on the market's only fulltime sports station is something I really look forward to doing as is being part of a small, private, locally-based company like Monticello Media," said Gottschalk.

Monticello Media is a private, Charlottesville-based company operating six radio stations in the Charlottesville market which it purchased last October. In addition to Charlottesville's only fulltime sports station, SportsRadio 1400 WKAV, the company owns NewsTalk 1260 AM WCHV, Country 99.7 WCYK, Hot 101.9 WHITE, Tom @ 107.5 WWJT and Generations 102.3 & 94.1 WZGN.

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