



FRANKLIN BROADCASTING CORPORATION

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Press Release

FOR IMMEDIATE RELEASE

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John DeTerlizzi named Director of Sales & Promotions at Real Country 101.7

Franklin, VA- Real Country 101.7 announced today that John DeTerlizzi has been hired as the station's Director of Sales & Promotions. He will lead the station's sales team and have responsibility for the company's promotions and branding initiatives beginning April 1, 2013.

DeTerlizzi joins Franklin Broadcasting Corporation from American K-9 Interdiction, where he spent the past two years as Marketing Director. DeTerlizzi is a native of Auburn, New York and attended Alfred State College in New York State and completed undergraduate studies at Barat College in Lake Forest, IL. He currently resides in Zuni with his wife Linda and their children Nick, Mike and Vince. DeTerlizzi is an avid outdoorsman who enjoys hunting, fishing, boating and golf. He is a veteran of the US Navy. Before moving to Southeastern Virginia he and his family lived in Tampa, FL for 12 years. While there, DeTerlizzi hosted and co-produced an outdoor radio and web TV show for approximately three years.

"I am extremely excited and energized by this opportunity. This is a 3rd generation broadcasting company and family who are truly proud and passionate about their business and community. We will be working daily to raise and expand the awareness of the station's brand and signal. We are going to position ourselves to be a great business development tool for the Western Hampton Roads business community with multiple marketing platforms for our advertising partners to reach the consumer in our listening area and on the web", said DeTerlizzi.

"I am very excited to have someone with John's background and experience joining our team at Franklin Broadcasting Corporation. He brings over 24 years experience in marketing, business development and branding expertise to our stations, which will positively impact our listeners, advertisers and community", said Vice President & General Manager, Michael Clark.

Franklin Broadcasting is a third generation, locally owned broadcast company. The Clark family has operated stations in Western Hampton Roads since 1956.

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