



FOR IMMEDIATE RELEASE

Cox Radio's Mix 103.7 Transforms into the New 103.7 The River – Richmond's Best Alternative

Richmond, VA – April 22, 2010 – At 3:00 p.m. this afternoon, Mix 103.7 evolved into The New 103.7 The River – Richmond's Best Alternative. Listeners will hear 90s and 2000s based-artists such as: Daughtry, Dave Matthews Band, The Cure, Foo Fighters, Alanis Morissette, Radiohead, Nickelback, Kings of Leon, Sheryl Crow, U2, Bob Marley and The Red Hot Chili Peppers.

"103.7 The River – Richmond's Best Alternative is completely different from cookie-cutter formats that can be heard in any other city. We talked with thousands of Richmond radio listeners and carefully crafted a new kind of station – designed specifically for Richmond and staying true to the music. We're playing 52 minutes of music every hour and we'll never talk over your songs," said River air personality and Assistant Program Director Melissa Chase.

"Cox Radio is extremely excited by the upgrade on 103.7. Richmond is a unique city that needs a station like this. We purposely selected the name 'The River' to reflect an iconic part of Richmond culture. We're proud to be providing our city with Richmond's Best Alternative," said Bob Willoughby, Vice President/General Manager for Cox Radio Richmond.

About Cox Radio, Inc.

Cox Radio is one of the largest radio companies in the United States based on revenues. Cox Radio owns, operates, provides sales or marketing services for 80 stations (67 FM and 13 AM) clustered in 18 markets, including major markets such as Atlanta, Houston, Miami, Orlando, San Antonio and Tampa. Cox Radio shares are traded on the New York Stock Exchange under the symbol: CXR.

About Cox Radio-Richmond

Cox Radio-Richmond is one of the largest radio companies serving the Richmond area. Located on Richmond's Southside, Cox Radio-Richmond owns and operates country station WKHK-FM (K95), hot adult contemporary station WURV-FM (The New 1037, The River), classic rock station WKLR-FM (96.5 KLR), and alternative rock station WDYL-FM (Y101).

Media Contact:

Bob Willoughby

Vice President & Market Manager

804.330.5700

Bob.Willoughby@coxradio.com

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