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Hot 100.5
(WVHT-FM)

Press Release



FOR IMMEDIATE RELEASE

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Hot 100.5 Goes Mobile

VIRGINIA BEACH, VA – Hot 100.5 (WVHT-FM) has entered a partnership with AirKast, Inc. to stream their on-air product to mobile phones including the Apple iPhone and Blackberry devices. In addition, mobile streaming listeners can view song lyrics as the song plays as well as obtain artist and album information.

“The Hot 100.5 Mobile App gives our listeners the freedom and flexibility to listen, and even interact, with us anytime, anywhere” says Paul McCoy, Program Director and On-Air Personality. “Our goal is to be able to connect with our listeners 24/7 and partnering with AirKast gives Hot 100.5 the opportunity to take our content delivery to the next level.”

The mobile streaming application is available as a free download from the Apple App Store and the Blackberry App World. There are no registration fees or requirements. The Hot 100.5 Mobile App also allows the user to read reviews, watch videos, hear samples of recently played songs, and even purchase the music through iTunes.

Since the launch of the Hot 100.5 Mobile App, more than 5,000 downloads have been made from ever continent around the world with the exception on Antarctica.

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Max Media owns and/or operates or has under contract 41 radio stations in 87 markets, including: Norfolk-Virginia Beach, VA. The Outer Banks of NC, Denver, CO, Russellville/Morrilton AR, Selinsgrove PA, Marion-Carbondale IL, Cape Girardeau MO and Poplar Bluff MO. Max Media also owns and/or operates 7 television stations in: Traverse City MI (ABC), Bowling Green KY (NBC), Portland ME (FOX), Missoula MT (ABC), Great Falls MT (NBC), Butte/Bozeman MT (ABC) and Tyler TX (CBS).