

Contact Nathan James
Max Media Radio
Njames@maxmediava.com

5589 Greenwich Road
Virginia Beach, VA 23462
Phone 757.671.1000
Fax 757.671.1010

Hot 100.5
WVHT-FM

Press Release



FOR IMMEDIATE RELEASE

February 11, 2011

Hot 100.5 Leads The Market On All Mobile Platforms

VIRGINIA BEACH, VA – Hot 100.5 (WVHT-FM) has enhanced their longstanding partnership with AirKast, Inc. to continue to stream their on-air product to mobile phones including the Apple iPhone and BlackBerry. Within the past two weeks, Hot 100.5 has launched mobile streaming on the Android Market. Listeners can interact with these mobile applications to include viewing song lyrics, gather album track information, and explore the station's website.

"Hot 100.5 is the only Top 40 radio station in Hampton Roads that offers our listeners a mobile application that fits their lifestyle and mobile communication and listening needs" says Paul McCoy, Hot 100.5's Program Director. "We give our listeners the freedom and flexibility to listen to us anytime on any smart phone. Our goal is to be able to connect with our listeners on-air, on-line and mobile. Partnering with AirKast gives us 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, Blackberry App World, and the Android Market. There are no registration fees or requirements to download the mobile applications. 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 Hot 100.5's debut of the mobile application to the Hampton Roads market, more than 73,000 downloads have been made from every continent around the world with the exception on Antarctica.

###

Max Media owns and/or operates or has under contract 41 radio stations in 8 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).