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Hot 100.5
WVHT-FM

Press Release



FOR IMMEDIATE RELEASE

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Hot 100.5 Reaches Facebook Milestone With 60,000 Fans

VIRGINIA BEACH, VA – Hot 100.5 (WVHT-FM) has reached a social media milestone by achieving 60,000 “likes” on their Facebook Fan Page. This makes Hot 100.5 the most loyal radio listening Facebook fans in Hampton Roads.

"Hot 100.5 consistently engages with our fans and listeners on their favorite social media platform. We are also the only Top 40 radio station in Hampton Roads that offers our listeners a mobile application that fits their lifestyle and mobile communication" says Paul McCoy, Hot 100.5's Program Director. "We give our listeners the freedom and flexibility to interact with us anytime on from their computer or any smart phone. We have exceeded our goal to connect with our listeners on-air, on-line and mobile."

In celebration of achieving this milestone, Hot 100.5 is selecting one Facebook fan at random and is awarding them with a pink guitar autographed by pop music sensation Justin Bieber.

"We are the market leader in social media interaction" says Jeff Rimmer, Vice President of Digital Strategy. "Facebook is just one of the social platforms that we have utilized to develop our ever-changing industry into a social business. We make appropriate use of social media and continue to grow our fans and followers on Twitter, Instagram, Pinterest and YouTube. It's truly a day of celebration when you have 60,000 local people like your page."

Hot 100.5 launched their Facebook Fan Page on April 27, 2009 immediately following the debut of the radio station.

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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).