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100.5 WVHT

# Press Release

25 HITS IN A ROW!  
**HOT100.5**

FOR IMMEDIATE RELEASE  
January 12<sup>th</sup>, 2014

Hot 100.5 (WVHT) is getting a musical upgrade

**VIRGINIA BEACH, VA** – Hot 100.5 (WVHT) Hampton Roads, first true, CHR Top 40 station is getting a makeover. In an environment cluttered with imitators, your premiere Top 40 station is about to change the music environment, once again.

"The Hampton Roads radio landscape is fiercely competitive. Hot 100.5 stands out as the only station that plays what our listeners want. Those listeners have asked for even MORE continuous music, and nothing but the hottest hits. So, Hot 100.5 is now Hampton Roads 25 In a Row Hit Music Station. All day, every day, 7 days a week, Hot 100.5 will play 25 songs in a row, without stopping the music. What could be hotter than that?"

The 25 in a row hit music blocks began at 8:45am, Monday January 13<sup>th</sup>. Hampton Roads listeners can rely on hearing all the hits, like before, just more of them.

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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).*