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Jeff & Jeff Radio Reunion
96.9 The ROCK
06/25/12 – 06/29/12
6-9 AM

Press Release

Richmond Radio Legends, JEFF and JEFF, reunite for the very first time.

One week only, Monday, June 25th, through Friday, June 29th, 2012, 6-9 AM, on 96.9 THE ROCK {WWUZ-FM}

Fredericksburg, Va. June 07, 2012 :

JEFF and JEFF RADIO REUNION One Week Only – Monday June 6th through Friday June 29th - 6-9 AM on 96.9 THE ROCK, FREDERICKSBURG

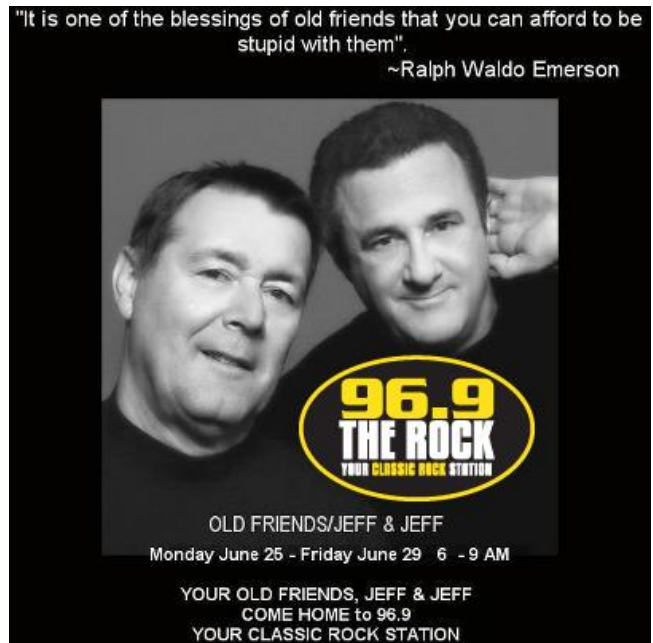
ONE WEEK REUNION:

Arguably the most popular contemporary morning show in Richmond radio history, JEFF and JEFF, (Jeff Beck and Jeff McKee) will reunite for the first time since their show left the airwaves in 2001.

HIGH RATINGS TRANSLATED INTO SUCCESS FOR THEIR ADVERTISERS

JEFF and JEFF's popularity with listeners was reflected by their CONSISTENTLY HIGH RATINGS, which translated into successful relationships with scores of local and national businesses.

NATIONALLY RECOGNIZED FOR TREND SETTING ORIGINALITY ON THE AIR AND WITH PROMOTIONS



JEFF and JEFF's never-ending, original PROMOTIONS (on-air, online and on location) always generated local and national attention with enthusiastic participation, both at home and around the country, where radio stations consistently "borrowed" JEFF and JEFF's wildly original bursts of creativity.

4 TIME BEST MORNING SHOW IN VIRGINIA WINNER FROM V.A.B.

In addition to listener popularity, The JEFF and JEFF SHOW was, and still remains, VIRGINIA's most critically honored radio morning show, having been awarded BEST MORNING SHOW IN VIRGINIA by the VIRGINIA ASSOCIATION OF BROADCASTERS an unprecedented 4 TIMES.

RICHMOND BROADCASTERS HALL OF FAME INDUCTEES AND LIFETIME ACHIEVEMENT AWARD WINNERS

In 2006 JEFF and JEFF were rewarded for their excellence with induction into THE RICHMOND BROADCASTERS HALL OF FAME where they received FRANK SODEN LIFETIME ACHIEVEMENT AWARDS.

JEFF and JEFF RADIO REUNION WEEK BROADCASTS

JEFF and JEFF will play many of their most unforgettable CALLS OF THE DAY and COMEDY CLASSICS

Plus JEFF and JEFF will revisit many of their unique, informative and compelling SPECIAL ROCK AND ROLL FEATURES which would often generate calls from listeners claiming, *"I couldn't turn off the radio – More, please! Fascinating!"*

Many of JEFF and JEFF'S FRIENDS will drop by or call: long time listeners, frequent celebrity guests, regular contributors.

JEFF and JEFF'S RADIO REUNION:

MONDAY, JUNE 25th through FRIDAY, JUNE 29th 6-9 AM ON 96.9 THE ROCK