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**Hot 100.5**  
**(WXMM-FM)**

# Press Release



**FOR IMMEDIATE RELEASE**

**April 27, 2009**

## **Whoops**

**VIRGINIA BEACH, VA** – This morning, Eric Mastel, President of Max Media, issued an apology to the Hampton Roads community regarding the format switch from Rock-based MAX-FM to Classic Chinese Hits – Kung Pao 100.5 this past Thursday.

“It is highly embarrassing for me to come out, just after trumpeting the launch of what we perceived to be a strongly desired musical niche in the market, and tell you that we screwed up. First, and I can’t stress this enough, never hire a consultant who posts a flyer on corkboard at Piggly Wiggly with those little tear-off phone number dealies at the bottom. And second, yes; we did undertake one of the largest music research projects ever. But you know, getting the data is one thing. Understanding it is another. All those numbers, well, they kind of blurred together after a while. And I was never good at math. Plus we were looking at them upside down. And there was alcohol involved. Anyway, we revisited the research data and found that, as opposed to Chinese music, there is an overwhelming need for a CHR/Top 40 station in Norfolk/Virginia Beach. A station that plays today’s hits and balances it out with fun and compelling content between the songs and on the website. Please welcome Hot 100.5 into your homes, offices, and cars. And please accept my apology and promise that we will never do these big research projects again. Thank You”

Following his statement, Mr. Mastel left for an appointment to have his head examined.

Hot 100.5 will feature Britney Spears, Blackeyed Peas, Justin Timberlake, Beyonce, Flo-Rida, Pink and T.I. and can be found on the web at [www.hot1005.com](http://www.hot1005.com).

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*Max Media owns and/or operates or has under contract 37 radio stations in 7 markets, including: Norfolk-Virginia Beach, VA. The Outer Banks of NC, 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).*