



NEWS RELEASE

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Release Immediately

MONTICELLO MEDIA ADDS 94.1 TO 102.3

CHARLOTTESVILLE, VIRGINIA, January 31, 2011 -- Radio station Generations 102.3 has added translator signal 94.1. Generations 102.3 and 94.1 plays music for the Baby Boomer generation, featuring music from the decade of the 70's with some 60's & 80's era tunes as well. The 94.1 signal can be heard especially well in the Downtown Mall and UVa Corner areas.

About Monticello Media:

Monticello Media is a Charlottesville-based company formed in 2007 solely to purchase and operate five local radio stations and related interactive products. Our only focus and interest is serving Charlottesville area listeners and businesses. As a privately-held company, we don't have to weigh the whims of Wall Street against the needs of the constituents we serve.

Monticello Media's station and digital mix is based on local input from custom research conducted in the Charlottesville market. Our broadcast and digital products are designed to satisfy the interest and desires of our community and to allow area businesses to reach and motivate their most desirable consumers.

www.monticellomedia.com

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