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News Release

Max Radio Of The Carolinas Announces Format Shift

After no stunting at all Max Radio of the Carolinas Classic Hits 104.9 & 92.3 morphed into a pure Classic Rock format at midnight on Friday, December 7th becoming Classic Rock 104-9 & 92-3.

Vice President/General Manager Mike "Moose" Smith explained "We had wanted to make this format shift for a while. The majority of our music was Classic Rock anyway so this adjustment at this time just seemed to make sense. "Pure Classic Rock is a great format and we are happy to provide it for all of North East North Carolina and The Outer Banks."

Smith also noted that the 10 year anniversary of the rock leaning Classic Hits station is coming up in 2013. "What better way to celebrate than by focusing on the music so many people love! Classic Rock 104-9 and 92-3 are ready to ROCK into their second decade!"

Max Radio of the Carolinas LLC is owned by Max Media LLC. Including their North Carolinas radio stations, Max owns and/or operates 43 radio stations and 16 television stations.