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Broadcasters Rollout Second Generation of HD2 Programming

From Classic to Cutting Edge, Stations Demonstrating Unprecedented Creativity

*With 70 Million Radios Sold Annually, Huge Opportunity for Consumers to
Upgrade All Their Radios and Receive New Programming for FREE*

ORLANDO, Fla. – May 14, 2008 – The HD Digital Radio Alliance, a joint initiative of leading radio broadcasters to accelerate consumer adoption of HD Digital Radio, today announced that member companies are continuing the outpour of creativity and ingenuity with the second generation of HD2 programming by providing airtime to local and unsigned acts, bringing beloved stations back on the air, and offering unparalleled relevance for various demographics. Additionally, consumers purchase 70 million radios annually, and there are plenty of reasons to upgrade all those receivers to HD Radio.

“The Alliance members and many other engaged broadcasters know it’s up to them to drive and deliver excellent programming on their HD2 and HD3 stations. It’s also imperative that broadcasters market that programming to listeners,” said Peter Ferrara, president and CEO of the HD Digital Radio Alliance. “Manufacturers are making a plethora of HD Radio receivers, retailers are putting HD Radios on their shelves (or on-line), and now the programming must motivate listeners to upgrade their radios to HD Radio.”

From classic to cutting edge

With the additional stations that broadcasters are adding to the dial, new and emerging artists are able to receive airtime. If you want to hear a local, unsigned band, the nearest coffeehouse isn’t your only option anymore. Stations on HD2 are playing global and unsigned acts, with some allowing bands to become actively involved with the ability to upload their music online for possible airplay. Also, local tastes can be experienced in various markets with these new, fresh formats. Be sure to check out indie music from these stations:

- “[iChannel](#)” (Bonneville / Chicago, IL; Washington, DC; St. Louis, MO; Salt Lake City, UT)
- “[Radio You Boston](#)” (Greater Media / Boston, MA)
- “[Local 107 - Local Artists](#)” (Emmis / Austin, TX)
- “[Indie & Ultra-New Rock](#)” (CBS / Boston, MA)
- “[Local Music](#)” (Entercom / Seattle, WA)
- “[Indie Rock](#)” (Clear Channel / Portland, OR; Oklahoma City, OK, Seattle, WA)

- [“Rock Independent Radio – 94.7 Too”](#) (Entercom / Portland, OR)
- [“erockster”](#) (Clear Channel / Los Angeles, CA; Philadelphia, PA; Washington, DC)
- [“RIFF2”](#) (Greater Media / Detroit, MI)

Stations that you thought were long gone are now being revived on HD2. The extra stations allow for old formats that were once on the radio to return once again, with some featuring live performances from your favorite bands of the past. There are also formats that have recently been flipped on analog FM that are finding new life on HD2. Rediscover some of your other favorite stations here:

- [“Live Rock - WMMR Archives”](#) (Greater Media / Philadelphia, PA)
- [“WNEW”](#) (CBS / New York, NY)
- [“Smooth Jazz”](#) – (Clear Channel / Pittsburgh, PA)
- [“Jack”](#) (CBS / Las Vegas, NV; McAllen-Brownsville-Harlingen, TX, New York, NY)
- [“Radio Free Hawaii”](#) (Clear Channel / Hawaii)
- [“Haney's Big House 96.1 HD2”](#) (Beasley / Ft. Myers-Naples-Marco Island, FL)
- [“Classical Music”](#) (Greater Media / Philadelphia, PA)

Further fulfilling on the promise of HD by offering niche stations that are hyper-focused to target audiences, HD Radio gives broadcasters the chance to provide an even more robust radio dial. Stations can focus on a specific targeted group on HD2 and concentrate to their particular tastes. Formats that speak to various demographics include:

- [“Gretchen 99.9”](#) (Beasley / Miami, FL)
- [“Country/Southern Rock”](#) (Citadel / Atlanta, GA)
- [“Old Skool Hip Hop”](#) (Clear Channel / Boston, MA)
- [“Punk Young Alternative”](#) (Emmis / Chicago, IL)
- [“Oldies”](#) (Buckley / Hartford-New Britain-Middletown, CT)
- [“80's Channel”](#) (WBEB / Philadelphia, PA)
- [“Chick Rock”](#) (CBS / Dallas-Ft. Worth, TX)
- [“International Hits”](#) (Bonneville / Cincinnati, OH)
- [“Solid Gold 106”](#) (Beasley / Ft. Myers-Naples-Marco Island, FL)

“We know from our research if consumers hear content they can relate to in their market – and they can find it easily on HDRadio.com – the programming will inspire them to buy an HD Radio,” said Diane Warren, executive vice president of the HD Digital Radio Alliance. “These great new stations only scratch the surface of the technology’s capabilities. Combined with the station listener’s love on the AM and FM dial, a new HD Radio provides them with an even richer and more exciting experience. The work the broadcasters are doing is impressive and they’re maximizing the opportunities with these new stations by giving listeners more choices while demonstrating their capacity for innovation -- so stay tuned.”

Station guide available

Finding stations broadcasting digitally has been made easier with the station guide that is featured on hundreds of Alliance Web sites. They can tune-in to the stations they love on their radio dial now and the new formats in their hometown. Donning a flashy new logo, the multicast stations stand out in a bold orange box, making it simple to locate the new stations in a market that can only be heard with an HD Radio. Moreover, users can now print out the station guide to take on the go or carry along with them on road trips and discover the new stations in various markets.

Millions of radios sold annually

With consumers purchasing 70 million radios every year, including 6 million aftermarket receivers, and over four radio receivers in each household in the U.S., the prospects for selling HD Radios are exceptionally bright. Whether for the home, office, your “NOW” car or your “NEW” car, there’s an HD Radio out there to fit your every consumer need. Also, with receivers now as low as \$89.99 and as high-end as home entertainment systems, there’s a price-point that’s right for any consumer.

Momentum has been accelerating for HD Radio, with over 1,600 stations around the country broadcasting in HD and over 800 HD2 / HD3 stations. There are more than 60 unique HD Radio receiver models available, national and regional retailers are onboard, and automakers backing the technology include Toyota Scion, Mercedes, Ford, Volvo, BMW, MINI USA, Jaguar, and Hyundai.

About the HD Digital Radio Alliance

The HD Digital Radio Alliance is a joint initiative of leading radio broadcasters to accelerate the successful rollout of HD Digital Radio. Current members include major radio groups and independent station owners: Beasley Broadcast Group, Bonneville International, Buckley Radio, CBS Radio, Citadel Broadcasting / ABC Radio, Clear Channel Radio, Emmis Communications, Entercom, Greater Media and WBEB Philadelphia. For more information on HD Digital Radio, visit www.hdradio.com.

HDRadio.com now offers a full range of radios from a wide variety of manufacturers for your “NOW” car and your “NEW” car. Select from a simple-to-use buyer’s guide that can sort by device manufacturer and price. Easily find a station broadcasting in HD and additional formats you can only hear on an HD Radio with the station guide.

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