



RADIO STAR BUBBA THE LOVE SPONGE® ADDS FOUR NEW RADIO STATIONS / MARKETS

Top-rated morning show to be broadcast in Miami, Orlando, Richmond & Ft. Myers

TAMPA, FLORIDA –NOVEMBER 24, 2008 – Radio personality **Bubba the Love Sponge®**'s top-rated talk morning program, currently heard on Cox Radio stations WHPT-FM/Tampa (102.5 The Bone) and WFYV-FM/Jacksonville (Rock 105), will soon be heard on four more radio stations, covering the Florida cities of Miami, Orlando, Ft. Myers and Richmond, Virginia.

Cox Radio stations WHDR-FM/Miami (93 Rock), WHTQ-FM/Orlando (96.5), and WDYL-FM/Richmond (Y101), along with Beasley Broadcast Group station WRXK-FM/Ft. Myers (96 K-Rock), will begin broadcasting the *Bubba the Love Sponge® Show* on Monday, January 5, 2009. The show is broadcast live from 6 am to 10 am ET from Bubba's own custom, multimedia studio in Tampa, which is regularly visited by stars from the worlds of sports, comedy, music and film/TV/video.

Because the *Bubba the Love Sponge® Show* is now available for syndication, and Bubba's agent, Thomas J. Bean, is currently talking with additional interested radio stations, additional markets will subsequently be announced.

Bubba said, "First, I have to thank Cox for believing in me. They knew there was a certain amount of risk hiring me to return to terrestrial radio. Now that it has paid dividends in Tampa and Jacksonville, I couldn't be more pleased with their enthusiasm for adding my show in additional markets. Furthermore, I am elated to be working with Beasley Broadcast Group, and feel that their firm commitment to my show has laid the groundwork for a long and fruitful relationship."

The most recent Arbitron radio ratings survey (Summer 2008) shows that Bubba's morning show on WHPT-FM is the most-listened-to in the Tampa-St. Petersburg-Clearwater market (metro area ranking 18) and the most popular program with radio's most desirable audiences. The show is number one in ten demographics, notably with persons and men aged 12-plus; with persons and men aged 18-34; and with persons and men aged 25-54. The achievement illustrates Bubba's continued lead in the top spot for the third consecutive ratings period since he made a triumphant return to local airwaves in January 2008, and is one of the fastest moves to the number-one spot in radio history. In Jacksonville, his first syndicated market outside of Tampa, Bubba has already achieved number two with persons 25-54.

Jay O'Connor, Cox Radio Regional Vice President and Tampa Market Manager, said, "Bubba's return to the Tampa and Jacksonville markets has been hugely successful. We're very proud of what Bubba, Spice, Manson, Brent, Ned, and the Bubba Radio Network has accomplished, and we're thrilled to announce that we're bringing Bubba's show to Orlando, Miami and Richmond."

Brad Beasley, Vice President and Market Manager of Beasley Broadcast Group, said, "96 K-Rock has been rocking southwest Florida since 1986. One thing remains constant; our listeners expect a certain type of entertainment and we've always delivered. Bubba represents yet another new and exciting chapter for our legendary K-Rock morning show."

With the four new additional stations airing the *Bubba the Love Sponge® Show*, he picks up Arbitron metro survey areas ranked number 12 (Miami-Ft. Lauderdale-Hollywood, FL), number 34 (Orlando, FL), number 54

(Richmond, VA) and number 61 (Ft. Myers-Naples-Marco Island, FL), with a combined potential new audience of more than 6.5 million persons.

Bubba the Love Sponge® Show also features co-hosts and producers Brent Hatley, Manson, SpiceBoy and Ned. The web site is www.btls.com.

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