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WEEI Sports Radio Network Expands to Portland, Bangor & Keene

***Entercom's leading sports station heads north – will now be heard on nine
stations in New England***

Boston, Mass. (August 20, 2008) -- Entercom New England today announced a significant expansion into Maine and New Hampshire, with four new FM stations and one new AM station slated to begin syndication of WEEI Sports Radio. On September 1, 2008, 910 AM/97.1 FM out of Bangor, 95.5/95.9 out of Portland and on or about September 15, 2008, 93.5 out of Keene, New Hampshire will all carry WEEI sports talk programming on a full-time basis.

WEEI Sports Radio is the nation's leading sports talk radio station. Entercom has successfully extended the WEEI brand to three markets on its wholly owned stations: WEEI-FM in Providence, WVEI-FM in Springfield, MA, and WVEI-AM in Worcester, MA.

These agreements with Atlantic Coast Radio, Blueberry Broadcasting, and Great Eastern Radio will further extend WEEI's programming to parts of northern New England, a decision that Entercom has been actively involved in making over the past year. The WEEI Sports Radio Network is also the radio home of the Boston Celtics, Boston Red Sox Wednesday Night Baseball, Patriots Monday, Patriots Friday and Patriots Saturday Rewind.

Entercom's Vice President of AM Programming Jason Wolfe said: "We could not be more pleased with our new partnership with these stations, but the big winners today are thousands of listeners across northern New England, who can now access our product through these new local affiliates and of course on line at WEEI.com. We are excited about their active participation in our programming."

Entercom New England Vice President of Sales, Jim Rushton added, “The expansion of the WEEI Network fits into our overall business strategy to mirror the New England marketing footprint of the Boston Professional Sports Teams and enhance the promotional platform of the burgeoning WEEI.com. Adding these WEEI Network stations will allow advertisers to reach consumers in 12 of the 17 rated Arbitron Radio Markets in New England (nearly 8 of the 12 million total consumers), and beyond with WEEI.com. This is phase II of our WEEI Network expansion (WEEI wholly owned properties was phase I) and we will be adding additional stations during phase III and phase IV in the near future.”

“We are extremely excited about bringing the WEEI Sports Radio Network brand to greater Bangor,” said Bruce A. Biette, Vice President/Chief Operating Officer of Blueberry Broadcasting, parent company of 910 AM./97.1 FM. “This area has a deep sports heritage ranging from the University of Maine programs to an extremely active local high school sports scene. They are very passionate about their New England sports teams as well and when it comes to sports, nobody does it better than WEEI.”

Said Jon Van Hoogenstyn, General Manager of Atlantic Coast Radio which owns 95.5/95.9 FM: "Atlantic Coast Radio, Portland, Maine's only locally owned and operated radio group, proudly announces an unprecedented partnership with Entercom. With the introduction of WEEI on September 1st, Atlantic Coast Radio will be going all sports. Portland's top ranked sports station THE BIG JAB, partners with Boston and New England's sports powerhouse, WEEI."

Van Hoogenstyn continued: “The BIG JAB gets bigger, moving up to 96.3 FM. WEEI gets great Portland coverage on FM's 95.5 and 95.9. The Portland sports radio listener now will get all the sports he needs, including Red Sox, Celtics, and WEEI and BIG JAB personalities, side by side on the dial."

“As twenty year station owners in northern New England, we are thrilled to be able to partner with Entercom to be the first company to bring the WEEI Brand to New Hampshire on our WEEY-FM in Keene. We've watched the successful rollout of WEEI Boston into Western Massachusetts and Rhode Island. We look forward to proving that New Hampshire listeners have even more passion for Sports Talk and WEEI than our Downcountry neighbors!!” said Jeff Shapiro, President/CEO Great Eastern Radio, LLC.

The Sports Radio WEEI Radio Network comprised of (3) AM and (6) FM signals (as of 9/1/08) covers 12 of the 17 Rated Arbitron Radio Markets throughout New England with unique and singular content that is compelling to each Radio Market. In addition, the Sports Radio WEEI Radio Network delivers a geographic area comprising of nearly 8 million measured consumers 12+.

Market Rank	Metro Market	12+ Population	WEEI Affiliate	Location
10	Boston, MA	3,874,600	WEEI-850 AM	Boston
39	Providence, RI	1,376,500	WEEI-103.7 FM	Providence
50	Hartford, CT	1,048,200		
86	Springfield, MA	528,500	WVEI-105.5 FM	Springfield
112	Worcester, MA	418,300	WVEI-1440 AM	Worcester
116	Portsmouth / Dover, NH	413,900	WEEI-850 AM	Boston
137	Burlington-Plattsburgh, VT / NY	319,100		
167	Portland, ME	238,700	WPEI / WTEI-95.9 / 95.5 FM	Portland
177	New London, CT	224,900	WEEI-103.7 FM	Providence
178	New Bedford - Fall River, MA	222,000	WEEI-103.7 FM	Providence
181	Lebanon - Rutland - WRJ, NH/VT	214,800		
190	Manchester, NH	199,800	WEEI-850 AM	Boston
191	Cape Cod, MA	199,100	WEEI-850 AM / 103.7FM	Bos. / Pro.
220	Bangor, ME	163,300	WABI-910AM / WAEI-97.1FM	Bangor
268	Montpelier - Barre - St Jhnsbry, VT	109,900		
270	Augusta - Waterville, ME	106,800		
282	Lewiston - Auburn, ME	93,200	WPEI / WTEI-95.9 / 95.5 FM	Portland
n/a	Keene, NH	n/a	WEEY-93.5 FM	Keene

Source: Arbitron Data 12+ Metro Market Rank 8/2008

Station List

WEEI Affiliate	Location
WEEI-850 AM	Boston
WEEI-103.7 FM	Providence
WVEI-105.5 FM	Springfield
WVEI-1440 AM	Worcester
WTEI-95.5 / WPEI 95.9 FM	Portland
WABI-910 AM / 97.1 FM	Bangor
WEEY-93.5 FM	Keene

Entercom is one of the nation's largest radio broadcasters with operations in San Francisco, Boston, Seattle, Denver, Sacramento, Cincinnati, Portland, Kansas City, Indianapolis, Milwaukee, Austin, Norfolk, Buffalo, New Orleans, Providence, Memphis, Greensboro, Rochester, Greenville/Spartanburg, Madison, Wichita, Wilkes-Barre/Scranton, Springfield and Gainesville/Ocala.

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