

For Immediate Release: September 20, 2006

Publicity Contacts: Kristin Farrell (212) 505-2900 / kfarrell@thekarpelgroup.com
Amir Forester (818) 461-5404 / AForester@premiereradio.com

**PREMIERE RADIO NETWORKS
AND
WILDERNESS MEDIA & ENTERTAINMENT
PROUDLY ANNOUNCE
A JOINT VENTURE FOR THE NATIONAL SYNDICATION OF**



NEW YORK, NY, September 20, 2006 – Premiere Radio Networks, the syndication division of Clear Channel Communications, and Wilderness Media & Entertainment, the gay media and entertainment portfolio company owned by LOGO founder Matt Farber, proudly announce a joint venture to further the distribution of **RADIO WITH A TWIST**, the first nationally syndicated commercial radio brand aimed at the lesbian, gay, bisexual, trans-gender (LGBT) audience. Beginning January 1, 2007, Premiere Radio will head up the affiliate distribution and advertising sales efforts. Wilderness Media & Entertainment will continue to create and produce the weekly program.

RADIO WITH A TWIST currently has the largest reach of any gay media via FM radio stations in over 60 million households and via AOL Radio with 5.2 million listeners. The program launched in January 2006 and already airs on leading Top 40 and Adult Contemporary stations in the US including eight of the Top 12 markets such as WPLJ 95.5/New York; Star 98.7/Los Angeles; Q102/Philadelphia; Alice 97.3/San Francisco; Hot 99.5/Washington; Mix 96.5/Houston and Q100/Atlanta.

The two-hour weekly show emanates “tri-coastally” each week with hosts Will Wikle in New York City, Melissa Carter in Atlanta, and Dennis Hensley in Los Angeles. Weekly segments include:

- **The Big Gay 5** – The week’s top 5 hits in “Gayville USA” selected in part by TWIST listeners
- **Something You Didn’t Know** – Host Melissa Carter runs down the biggest headlines of the week in gay and lesbian news

- **This Week in Gay History** – Melissa Carter also takes listeners back in time to the same week years before
- **Too Much Information** – Host Dennis Hensley serves up the latest in celebrity dish
- **Group Therapy** – relationship, dating and coming out advice from acclaimed lesbian therapist Maya Kollman
- **TWIST Tips** – Information and commentary from experts in a variety of lifestyle areas: everything from financial and legal matters to entertainment and fashion advice
- **Famous Friend** – Gay or “gay adjacent” celebrity guests. Past guests have included Beyoncé, John Waters, Sarah Jessica Parker, Bruce Vilanch, Harry Connick Jr. and Janet Jackson
- **TWIST LDDs** – TWIST listeners can reach a special someone (or ex) with letters and dedications in this gay spin on a radio classic

Kraig Kitchin, President/COO of Premiere Radio states: "This programming is different than anything heard before on radio. It captures the imagination and listening of an audience in a way that produces ratings and results for advertisers. I applaud Wilderness Media for debuting it and look forward to further developing its place on the radio dial."

Matt Farber, President of Wilderness Media & Entertainment furthers: "I look forward to working with Kraig Kitchin and the entire Premiere team to expand the Radio With a Twist brand. In this cluttered media environment, partnering with the preeminent radio syndication company will ensure that large audiences nationwide get to hear this original “gay” take on radio."

About Premiere Radio Networks:

Premiere Radio Networks, Inc., a subsidiary of Clear Channel Communications (NYSE:CCU), syndicates 70 radio programs and services to more than 5,000 radio affiliations and reaches over 190 million listeners weekly. Premiere Radio is the number one radio network in the country and features the following personalities: Rush Limbaugh, Jim Rome, Casey Kasem, Ryan Seacrest, Glenn Beck, Bob (Kevoian) & Tom (Griswold), Delilah, Steve Harvey, Whoopi Goldberg, Blair Garner, George Noory, Maria Bartiromo, Ty Pennington, John Boy and Billy, Matt Drudge, Art Bell, Donald Trump, Big Tigger, and others. Premiere is based in Sherman Oaks, California, with 12 offices nationwide.

About Wilderness Media & Entertainment:

Wilderness Media & Entertainment (WME) is the leading portfolio of independent gay and lesbian businesses, brands and media working together and supporting each other in the marketplace and the community. Through the Wilderness portfolio, allied companies representing the diversity of the LGBT community benefit from enhanced visibility among this audience. The portfolio includes new brands created and operated by Wilderness, such as Radio With a Twist, Music With a Twist, and Wilderness Talent Management, along with best of breed companies developing brands in the LGBT arena such as **MTV Networks, America Online** and **Instinct Publishing**. The mission of **WME** is not only a business one, but also a social one – to enhance the visibility of the LGBT audience by authentically representing the diversity of the community through media and entertainment initiatives. Research indicates that 15 million adults in the US currently self-identify as LGBT, an intensely brand loyal demographic with an estimated \$610 billion in annual buying power. **WME** reaches the LGBT audience through top-tier entertainment, media and business prospects, providing quality outreach and initiatives for its portfolio entities, as well as exceptional offerings to this diverse, growing audience.