

# GOOD KARMA BRANDS

## **Packers QB Aaron Rodgers joins 540 ESPN**

*Super Bowl MVP enters exclusive multiyear relationship with Good Karma Broadcasting*

**MILWAUKEE** -- Green Bay Packers quarterback Aaron Rodgers will join 540 ESPN and ESPNMilwaukee.com for exclusive weekly segments during the upcoming NFL season.

The appearances by Rodgers, who was named MVP of the Packers' 31-25 victory over Pittsburgh in Super Bowl XLV, are part of a multiyear partnership between the quarterback and Good Karma Broadcasting, LLC.

"We are thrilled to add Aaron as a teammate," said Craig Karmazin, Good Karma's president and CEO. "He is one of the most exciting and engaging athletes in professional sports today. He is a leader in the locker room and the community and we are delighted to provide his exclusive insights for our listeners, advertising partners and Packers fans worldwide."

Rodgers' appearances on 540 ESPN and ESPNMilwaukee.com will begin with Week One of the NFL regular season in September and run through the Super Bowl each year. The weekly segments on 540 ESPN and ESPNMilwaukee.com will mark Rodgers' only Wisconsin radio appearances. These appearances will also air on Good Karma Broadcasting's other five English language radio stations covering the majority of southern Wisconsin.

Talking to the media is part of my job, but this is going to be a little different," Rodgers said. "Wisconsin has the most passionate, dedicated fans in football and I look forward to the chance to connect directly with them through 540 ESPN. As long as Homer, Mitch and Jason Wilde let me finish an occasional sentence, it's going to be fun."

The relationship between Rodgers and Good Karma Broadcasting kicked off with the announcement of 540 ESPN's sponsorship of the MACC Fund's second annual "An Evening with Aaron Rodgers," which is scheduled for May 17 at the Hyatt Regency Milwaukee. That event is sold out. Rodgers also will appear on behalf of the MACC Fund at a Milwaukee Wave game March 13 at U.S. Cellular Arena. 540 ESPN is a media partner for that game.

"We are very excited that Aaron will be associated with 540 ESPN and look forward to a positive partnership," said Carla Cossy, Rodgers' co-manager from RBSH Enterprises, Inc.

Rodgers will also be a part of ESPN Milwaukee branding, marketing and special events for the entirety of the relationship.

"Packers coverage has been a strength of both our station and website, but this takes it to another level," said Shane Blackman, general manager of 540 ESPN and ESPNMilwaukee.com. "By adding Aaron to the coverage already provided by Jason

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Wilde and programming like “Green and Gold Today” and “The Miller Lite Football Show,” we are striving to provide our fans with the best mix of coverage's available.”

ESPN Milwaukee’s daily lineup features *Mike & Mike in the Morning (5a-9a)*, *Colin Cowherd (9a-11a)*, *The D-List with Drew Olson and Dan Needles (11a-2p)*, *Homer and Thunder (2p-6p)* and *The Game with Steve Haywood and Bill Johnson (6p-8p)* on 540 ESPN and *Green and Gold Today with Jason Wilde (10a-11a)* on *ESPNMilwaukee.com*. *ESPNMilwaukee* is Milwaukee's home of *Marquette Golden Eagles Basketball*, *Major League Baseball*, *the NASCAR Sprint Cup Series*, *Wisconsin Badgers Hockey*, *the National Football League*, *the BCS*, *the NBA* and *the NCAA Basketball Tournament*.

ESPN MILWAUKEE IS COMPRISED OF 540 ESPN, ESPN DEPORTES 1510, AND ESPNMILWAUKEE.COM AND IS OPERATED BYGOOD KARMA BROADCASTING LLC.

ESPN MILWAUKEE’S OFFICES AND STUDIOS ARE LOCATED AT 310 W. WISCONSIN AVE., SUITE 100, MILWAUKEE, WI 53202PHONE: 414.273.ESPN (3776) FAX: 414.291.ESPN