

GOOD KARMA BRANDS

Packers Reporter Jason Wilde to Join ESPNMilwaukee.com

Two-time Wisconsin Sports Writer of the Year to continue full-time on Packers Beat

Milwaukee, WI – Jason Wilde announced today on 540 ESPN that he will be joining Good Karma Broadcasting LLC on September 5, 2009. Wilde, who has spent the last 11 years as the Green Bay Packers beat writer for the Wisconsin State Journal, will cover the Packers full-time for Good Karma Broadcasting's ESPNMilwaukee.com and ESPNMadison.com.

Wilde's coverage of the Packers will include long form articles, blogs, a one hour daily Packers themed show on ESPNMilwaukee.com, contributions to daily radio shows, video blogs, and on-air appearances immediately following each game on ESPNWisconsin's Pack Attack.

"I've read thousands of Packers press releases over my 13 years at the State Journal, but I've never had one written about me, so I'm a little speechless," Wilde said, "(Packers coach) Mike McCarthy always talks about what's 'positive' and the importance of 'fit.' While I have thoroughly enjoyed my time at the State Journal and will miss a number of terrific colleagues whom I consider friends, I'm extremely excited to be joining Good Karma full-time after five years of appearances on the radio airwaves. While it saddens me that newspapers continue to struggle, I am thrilled to be joining a team where the outlook and environment are incredibly 'positive.' This truly is the perfect 'fit.'"

Good Karma owner Craig Karmazin stated, "Jason has redefined what it means to cover a team and has an unmatched relationship with Packers fans. We are so proud to bring the best Packers coverage to our readers and viewers of ESPNMilwaukee.com and listeners of 540 ESPN."

Jason's daily show, "Lambeau Live" with co-host Bill Johnson, will stream live every weekday morning from 10:00a.m-11:00a.m. on ESPNMilwaukee.com. "Lambeau Live" will provide listeners around the world with their daily fix of Packers news, information, opinions, and will give fans the opportunity to join the conversation.

Wilde has been awarded with multiple awards throughout his prolific sports writing career. Wilde has been awarded two Associated Press Sports Editors Awards, along with several Wisconsin Newspaper Association awards. Most recently in 2007, Wilde was named the Wisconsin Sportswriter of the year for the second time.

To schedule an interview with Jason please contact Lisa Urdiales at 414.273.3776 or e-mail atlurdiales@gkbradio.com.

540 ESPN's daily lineup features Mike and Mike in the Morning (5a-9a), The Herd with Colin Cowherd (9a-11a), The D-List with Drew Olson and Dan Needles (11a-2p), Homer (2p-6p), The Game with Bill Johnson and Steve Haywood (6p-8p). 540 ESPN is Milwaukee's home of Marquette Golden Eagles Basketball, Major League Baseball, the NASCAR Sprint Cup Series, Wisconsin Badgers Hockey, the National Football League including Sunday Night Football, Monday Night Football, and the NFL Post season including the Super Bowl, The BCS, and the NCAA Basketball Tournament.

540 ESPN is owned and operated by Good Karma Broadcasting LLC. 540 ESPN's offices and studios are located at 770 N Jefferson Street, Milwaukee, WI 53202.

Contact: ESPN Milwaukee: Lance Davis, 414-273-3776 or ldavis@gkbradio.com

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