

# GOOD KARMA BRANDS

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## **WKTI Becomes 94.5 ESPN FM**

*Southeastern Wisconsin Gets First Full-Time, Full-Power FM ESPN Sports Station*

**MILWAUKEE, WI, (October 26, 2018)** - Good Karma Brands announced today that when it assumes ownership of 94.5 FM WKTI on November 1, the station will become 94.5 ESPN FM, featuring local sports talk, play-by-play and ESPN programming.

Craig Karmazin, CEO and Founder of Good Karma Brands (GKB), said: "This is a natural evolution of our sports marketing, event and broadcast business in Wisconsin. 94.5 FM's powerful signal, along with the synergy of its legendary sister station WTMJ-AM, will provide new and exciting ways for fans to stay close to their favorite teams and provide new ways for our marketing partners to engage with Wisconsin sports fans".

WTMJ-AM is the flagship station of the Green Bay Packers, the Milwaukee Brewers and the Milwaukee Bucks. 540 ESPN carries Marquette University basketball along with other high profile national play-by-play broadcasts.

Steve Wexler, currently Vice President of Radio for E.W. Scripps, will become Vice President & Market Manager of GKB's new combined business in Milwaukee once the Scripps transactions are complete, which will include: 94.5 ESPN FM, 540 ESPN, Newsradio WTMJ, the Wisconsin Sports Awards and the Tundra Trio.

At the onset, both 94.5 ESPN FM and 540 ESPN and will carry the same programming, including the popular Wilde and Tausch show, featuring Packers Hall of Famer Mark Tauscher and award-winning Packers writer Jason Wilde - as well as the Homer & Gabe show, featuring Steve "The Homer" True and Gabe Neitzel.

In addition to the two radio stations, fans can listen via the ESPN App and online at [ESPNWisconsin.com](http://ESPNWisconsin.com).

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Good Karma Brands, LLC (GKB) is a sports media and entertainment company with expertise in local sports marketing activation. Its assets include a number of premium brands, including an events division that produces the Wisconsin Sports Awards, Tundra Trio hospitality houses in Green Bay, Wis., and the Cheribundi Tart Cherry Boca Raton Bowl. GKB owns and operates six ESPN affiliated radio stations, in addition to managing local ESPN digital inventory in geo-targeted markets. GKB also owns two Wisconsin-based Verizon Premium Wireless retail stores specializing in concierge service, and a home furnishings and design business called the Home Market. For more information, please visit [www.goodkarmabrands.com](http://www.goodkarmabrands.com).

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