

GOOD KARMA BRANDS

Good Karma Broadcasting's ESPN 760 Announces Agreement to Acquire 106.3 FM

WEST PALM BEACH, Fla. (February 25, 2013): Good Karma Broadcasting, LLC. (GKB) has entered into an agreement to acquire a new signal in the Palm Beaches and the Treasure Coast from Palm Beach Broadcasting. Beginning immediately, ESPN 760 will be simulcast on the new signal, ESPN 106.3 FM, under an LMA until the sale is finalized. The transaction is subject to customary conditions, including regulatory and other approvals.

“Our goal is to be able to connect with fans regardless of how they are consuming sports and this allows us another opportunity to connect in addition to AM radio, television, digital and mobile,” Good Karma Broadcasting President/CEO Craig Karmazin said. “This new signal will improve both day and nighttime coverage and we are excited to grow our presence throughout the Palm Beaches and the Treasure Coast.”

ESPN 760 (AM) has been broadcasting sports talk programming for 10 years, including local and national sports talk as well as play---by---play broadcasts for teams such as Florida Atlantic University and the Miami Heat.

“We’re excited about expanding our coverage throughout Palm Beach County and the Treasure Coast,” said GKB Vice President/General Manager of ESPN 760, Steve Politziner. “This is a great testament to the passion and loyalty of our fans throughout the area and will allow us to serve them better.”

“We are extremely excited about this move to 106.3 FM and the investment that Good Karma is making for our fans,” said ESPN Senior Vice President/Production, Business Divisions, Traug Keller. “We are always a proponent of getting our content closer to our core demographic for our advertising partners and we are thrilled that Craig and Steve share that vision.”

The new station, which will be known as ESPN 106.3, will begin broadcasting the same local and national sports programming as ESPN 760. Palm Beach Broadcasting has the right to sell the FCC license and other assets of 106.3 FM under an agreement with CBS RADIO.

“In the ten years we have been on---air at ESPN 760, we have always tried our best to reach and engage with the fans of the Palm Beaches and Treasure Coast, and we are excited that we will have the opportunity to reach even more fans throughout the area with our new signal on 106.3 FM,” said long--- time afternoon drive host, Evan Cohen.

Fans can now tune into sports programming at: ESPN 106.3 FM, ESPN 760 AM, online at ESPNWestPalm.com, and the ESPN Radio app on mobile devices.

For more information, please contact Stephanie Prince at sprince@gkbsports.com or 561---697---8353.

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ABOUT GOOD KARMA BROADCASTING:

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Good Karma Broadcasting, LLC is a sports marketing company with expertise in sports radio and event marketing. GKB operates nine ESPN affiliated stations, including eight in Top 100 markets, in addition to three other radio stations throughout the country. The company is passionate about offering unique solutions to its partners within the sports marketing arena, and has grown into a marketing enterprise with solutions ranging from digital, wireless, mobile, event, television partnerships, sponsorships and personality endorsements. For more information, please visit www.gkbsports.com.