

GOOD KARMA BRANDS

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Good Karma Brands to Purchase E.W. Scripps' WTMJ, WKTJ Radio Stations in Milwaukee

July 27, 2018 (*Milwaukee, Wis.*): Good Karma Brands, LLC announced plans to purchase WTMJ (620 AM and 103.3 FM) and WKTJ (94.5 FM) from The E.W. Scripps Company (NASDAQ: SSP). Good Karma Brands, which is headquartered in Milwaukee, owns and operates six ESPN affiliated radio stations, including two in Wisconsin – 540 ESPN (WAUK-AM) in Milwaukee, and 100.5 ESPN (WTLX-FM) in Madison. Its Wisconsin radio assets also include a local news talk station (1430 WBEV-AM) and a country music station (95.3 WXRO-FM) in Beaver Dam.

“We’re thrilled to welcome WTMJ and WKTJ to the GKB family,” said Craig Karmazin, Good Karma Brands founder and chief executive officer. “The heritage, prestige, and team at the stations, in addition to their incredible sports partnerships, fit our commitment to provide best-in-class opportunities for our teammates, content for our fans, and solutions for our marketing partners.”

Good Karma Brands 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, the Tundra Trio hospitality houses in Green Bay, and the Cheribundi Tart Cherry Boca Raton Bowl, as well as ESPN media assets in Baltimore (Digital), Cleveland (Digital/Radio), Madison (Digital/Radio), Milwaukee (Digital/Radio), Washington D.C. (Digital) and West Palm Beach (Digital/Radio).

The transaction will be filed with the FCC and upon approval, is expected to close in fourth quarter.

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About Good Karma Brands

Good Karma Brands, LLC (GKB) is a sports marketing company with expertise in sports and event marketing. GKB owns and operates six ESPN affiliated 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. GKB Events operates the Wisconsin Sports Awards and the Tundra Trio, a luxury tailgate destination in Green Bay. For more information, please visit www.goodkarmabrands.com.

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