

GOOD KARMA BRANDS

ESPN West Palm Launches ESPN Deportes 760

First Spanish Language Sports Station Launches in West Palm Beach

WEST PALM BEACH, Fla. (September 12, 2013) – Good Karma Broadcasting, LLC (GKB)'s ESPN West Palm announces today the launch of ESPN Deportes 760 AM, West Palm Beach's first Spanish language sports radio station.

"We are proud to extend ESPN Deportes Radio's reach in South Florida, this is another milestone in our effort to continue expanding our national presence," said Oscar Ramos, senior director and general manager of ESPN Deportes Radio. "This launch also represents a great opportunity to better serve our local audience and our advertisers."

ESPN Deportes 760 will offer a wide variety of Spanish language sports talk programming which will cater to the Hispanic sports enthusiast including *Raza Deportiva*, *ESPN Al Despertar*, and *Jorge Ramos y Su Banda*. With more than 300 live sports events scheduled yearly, programming for ESPN Deportes 760 will also feature other top sporting events, including the LIVE broadcast of CONMEBOL South American World Cup Qualifiers, CONCACAF World Cup Qualifiers, Mexican First Division soccer, U.S. National Team friendlies, MLB, MLS, among many others

"As we celebrate ten years in West Palm Beach, we are excited to bring the first Spanish-language sports radio network to the large population of Hispanic sports fans in the area," said Steve Politziner, GKB vice president and general manager of ESPN West Palm. "The addition of ESPN Deportes 760 will allow ESPN West Palm to expand our fan base, and with the support of our pillar partners we look forward to bringing the best in sports content to the Hispanic population of the Palm Beaches and Treasure Coast."

ESPN Deportes 760 launches today on 760 AM with the support of Bennett Auto Supply, City Soccer Indoor, KS Law, Palm Beach Toyota, PNC Bank, Royal Palm Mazda, Royal Palm Nissan, Royal Palm Toyota and The Ticket Clinic.

Fans may listen to ESPN Deportes 760 on-air, online at ESPNWestPalm.com and via the free ESPN Radio mobile app. You can also follow ESPN Deportes 760 on Twitter (@ESPNDportes760) or Facebook ([Facebook.com/ESPNDportes760](https://www.facebook.com/ESPNDportes760)). Fans who previously enjoyed ESPN 760 in English can now hear the station exclusively on ESPN 106.3 FM. For information about the launch of ESPN Deportes 760, please contact Stephanie Prince at sprince@gkbsports.com or 561-697-8353.

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ABOUT GOOD KARMA BROADCASTING:

Good Karma Broadcasting, LLC (GKB) 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 four 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.