



GOOD KARMA BRANDS
[EST.1997]

Beaver Dam's 95.3 WXRO Becomes 95X
The station flips to Hot Adult Contemporary

Beaver Dam, WIS (July 12, 2019) – Good Karma Brands introduces 95X, rebranded and with a new music format featuring today's best music.

The adult contemporary format will showcase a multitude of genres, including the best of pop, rock, singer/songwriters, country and alternative. A few core artists listeners can expect to hear include: Taylor Swift, Justin Timberlake, Maroon 5, Imagine Dragons, Pink, Shawn Mendes, Dan + Shay, Luke Combs and Katy Perry.

"We're excited to evolve and bring a fresh format to the community," said WBEV/WXRO General Manager Ryan Gabel. "We believe this will attract a wide audience while playing everyone's favorite artists and today's best music."

The WXRO morning show, hosted by Rick Armon, Sheri Sackett and Thomas Rehfeldt will be the 95X Morning Show and will play more music. The Barn Show will move to 1430 WBEV and will be available on the WBEV stream via DailyDodge.com. The Farm Show will now air on exclusively on 1430 WBEV.

Listeners can hear local news throughout the day with quick hitting headlines, during the morning show, and any time from DailyDodge.com.

To listen live, tune into 95X on your radio, or stream via DailyDodge.com.

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About Good Karma Brands

Good Karma Brands, LLC (GKB) is a sports media and entertainment company with expertise in local sports marketing activation. Radio assets include Newsradio WTMJ in Milwaukee, six ESPN affiliated radio stations and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB can also offer local marketing partners geo-targeted advertising on ESPN's digital platforms. In addition to its radio assets, GKB boasts 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 Boca Raton Bowl. 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.

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