

Media Release

MY Broadcasting Corporation to Purchase Pineridge Broadcasting Inc.

Cobourg – June 16th 2015 – MY Broadcasting Corporation (MBC) based in Renfrew, Ontario, announced today they have entered into a definitive agreement to purchase Pineridge Broadcasting Incorporated (PBI) of Cobourg, Ontario. PBI owns and operates radio stations CHUC (107.9fm The Breeze), CKSG (Star 93.3fm) both based in Cobourg and CJWV (Magic 96.7) based in Peterborough.

Commenting on the proposed acquisition, MBC President, Jon Pole said, “We’re thrilled to be buying these stations from exceptional operators who really know radio. I’m excited about the stations; they will fit nicely into our game plan of concentration in Ontario.”

The combination of these two Cobourg stations and Peterborough’s Magic 96.7 create a perfect fit to the MBC portfolio. When all pending deals are completed, the number of stations owned by MBC will be 20 (including a recently approved license for a new radio station to serve Milton, Ontario).

Don Conway, President of Pineridge said, “MY Broadcasting is the ideal group to continue Pineridge’s legacy of super serving our local communities. “PBI could not be happier to have found such a great home for our stations and valued employees”, Conway added.

This transaction is subject to CRTC approval expected this summer.

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About MBC:

MBC: Ontario's Local Broadcast Company operates in 16 markets across Ontario. Markets include Renfrew, Pembroke, Arnprior, Gananoque, Greater Napanee, Brighton, St. Thomas, Strathroy, Exeter, Goderich, Kincardine, Port Elgin, Simcoe, Alliston, Orangeville and Peterborough. MBC has been recognized for the past four years by PROFIT MAGAZINE as one of Canada’s Fastest Growing Companies. MBC specializes in providing outstanding local content, community involvement and business solutions for our advertising partners. To learn more go to www.myfmradio.ca

About PBI:

PBI: Owned by Pineco Communications Inc. (75%) and Durham Radio Inc. (25%), PBI is a leading locally owned independent radio company serving Northumberland County and Peterborough. Don Conway and Dave Hughes are the managing partners in PBI. Many of PBI’s current employees have been with the company for 15 years and more. To learn more go to www.pineridgemediac.ca

For further information contact:

MBC Corp. President Jon Pole – 613-432-6936 ext. 112
PBI Corp. President Don Conway – 905-372- 5401 ext. 221