

PRESS RELEASE:

MY BROADCASTING CORPORATION announced today that the company has entered into a purchase agreement to acquire CD 98.9 FM (Simcoe, Ontario) from RadioCorp. MBC currently operates in 12 markets. The recently approved station for Alliston, Ontario, and the acquisition of Simcoe will strengthen MBC's provincial reach.

“This is an exciting opportunity for MBC,” said Jon Pole, President of MBC. “We have long admired the good work, reputation and leadership of CD98.9 and feel honoured to welcome this great station into the MBC family. With the proliferation of media in this internet age, local and free over the air radio remains a mainstay in the lives of virtually all Ontarians and even more so in the small and medium markets we serve. MBC will continue to maintain the investment and commitment to excellence and community service that has made CD98.9 so successful”

“MBC is a well-respected business that represents many of the same values RadioCorp embraces, which we took into consideration when the company approached us. We felt MBC's long-term strategy was the right fit for CD98.9” said Blair Daggett managing partner for RadioCorp.

The sale is expected to be finalized upon CRTC approval and other customary closing conditions.

About MBC:

MBC: Ontario's Local Broadcast Company operates in 12 markets across Ontario. Markets include Renfrew, Pembroke, Arnprior, Gananoque, Greater Napanee, Brighton, St. Thomas, Strathroy, Exeter, Goderich, Kincardine and Port Elgin. MBC has been recognized for the past two 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. More details at www.myfmradio.ca.

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