



AUG 3, 2022 MBC ANNOUNCES ACQUISITION OF WELLAND RADIO STATIONS

RENFREW, ONTARIO – AUG 3, 2022

MY BROADCASTING CORPORATION announced today that it has entered into an agreement to acquire two radio stations in Welland, Ontario from Wellport Broadcasting Limited/RB Communications Ltd. The Acquisition will include market leading GIANT FM (CIXL-FM) and Country 89 (CKYY-FM).

“We are very excited to announce the acquisition of these radio stations, particularly CIXL-FM, one of Ontario's most respected and highest-performing Classic Rock stations. Combined with our existing portfolio and significant presence across Ontario, we believe these assets will enhance our ability to deliver high quality, engaging, local content and multi-platform marketing solutions,” commented MBC President Jon Pole. “This strategic acquisition demonstrates our continuing commitment to investing in our local media business and more importantly a great LOCAL radio team. We look forward to continuing to build on an already amazing operation.”

Financial terms of the transaction, which awaits CRTC approval, have not been disclosed.

ABOUT MBC:

MBC, owned and operated by co-founders Jon Pole and Andrew Dickson, is a radio and digital company serving small and mid-sized markets in Ontario. With the addition of the Welland stations, the group will now include 18 FM radio stations and 14 local news websites. Listed as One of Canada's Fastest Growing Companies for 10 years in a row, the focus is to be the premier local advertising and marketing solution for its clients and delivering hyper-local news and entertainment on the radio and online. **Content. Caring. Community.**

For More Information, please contact:

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