

N E W S



BONNEVILLE
INTERNATIONAL

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BONNEVILLE INTERNATIONAL ANNOUNCES THE NEXT STAGE OF “NEWS ON THE FM”

COMPANY BEGINS RECRUITING TALENT THAT GRASPS THE REVOLUTION THAT’S JUST BEGUN IN NEWS DELIVERY

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For immediate release

Contact: Rod Arquette or Russ Hill
801-575-7601

SALT LAKE CITY – Bonneville International today announced a major initiative aimed at developing the next generation of radio news content and style. In the wake of Bonneville’s recent bold moves in Washington, D.C., and Salt Lake City, the company now begins building news programming targeted at a younger news consumer.

Last week the award-winning broadcasting company announced that WTOP, its long-time market-leading news and information station in Washington, D.C., was adding an FM frequency (103.5) to simulcast with AM 820 in a strategic move designed to significantly expand and enhance WTOP’s broadcast coverage. Bonneville also announced an exciting new collaboration with The Washington Post and, in late March, will begin broadcasting *Washington Post Radio* on 1500 AM and 107.7 FM. Additionally, in September of 2005 the company added a simulcast FM signal (102.7) to extend the broadcast reach of KSL Newsradio (1160 AM), its flagship station and perennial market leader in Salt Lake City.

And so, with the explosion of on-line news delivery systems, on-demand broadcast capabilities, and industry statistics revealing a clear need for development of new approaches to news presentation, Bonneville today announced an aggressive, focused initiative designed to create and broadcast a product to meet those needs. The company’s new venture will seek to deliver a product that entertains, provides needed depth, and provides news through the perspective of Generations X and Y.

TALENT SEARCH UNDER WAY: Bonneville also has announced an aggressive nation-wide search for on-air talent, reporters, producers, production personnel, and website developers for its new initiative. More information about career opportunities with this new programming focus can be

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found on the company's website at www.bonnint.com. Interested persons also can contact Bonneville's Project Developers Rod Arquette or Russ Hill at (801) 575-7601.

"We're very proud of our history of innovation in radio broadcasting," said Bruce Reese, president and CEO of Bonneville International, "and we're equally pleased with the early results of our strategic moves to make news and information available to our listeners on an FM signal.

"Adding our high-quality programming to the FM band," he continued, "not only improves the product for our listeners, but it also expands our audiences to provide added value for our clients. Our news stations, WTOP, KSL, and KTAR (Phoenix) have long been recognized as market- and industry-leading stations, and we're excited about extending that same professionalism and expertise to our new initiative."

In developing its new venture, Bonneville also will expand its new student scholarship and outreach program, both to help cultivate and identify talent for its new programming and to foster increased interest in radio industry careers.

Bonneville International is an award-winning, dynamic media company with radio, television, satellite, and advertising properties also in Chicago, San Francisco, St. Louis, eastern Idaho, and southern Utah.

Living its three-fold mission of "People, Communities, and Profit" as a corporate way of life, the company has a long-standing reputation and is known industry-wide for its values-oriented approach to business and programming and for its nationally recognized commitment to serving the communities where it broadcasts.

Bonneville International is an equal opportunity employer.

KSL Radio: www.ksl.com

WTOP Radio: www.wtop.com

KTAR Radio: www.620ktar.com

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