



Star 94's Ultimate Reality Show...  
Kicks off Monday June 30<sup>th</sup> @ Perimeter Mall

**When:** Kick off -- Monday June 30, 2008 @ 4p – Dillard's wing near Skechers @ Perimeter Mall.

**Where:** Perimeter Mall – 4400 Ashford Dunwoody Rd. Atlanta, Ga. 30346

(Atlanta, Ga.) June 26, 2008 – **"Star 94's Ultimate Reality Show"** kicks off MONDAY AFTERNOON at Perimeter Mall. Star 94's Cindy & Ray Show will be LIVE from the mall to capture all the excitement as 8 complete strangers prepare to get inside two brand new Mercury Milans...to live there 24 hours a day, 7 days a week with NOTHING to do except sit.

**"Star 94's Ultimate Reality Show"** is the true story of 8 total strangers picked to live in a car 24/7 for a month - and have it all exposed on the air as it unfolds on Star 94 and on-line to the world with live web cams at [www.11alive.com](http://www.11alive.com). They'll be placed inside two brand new Mercury Milans on display inside Perimeter Mall and live there 24/7 with NOTHING to do except sit. No TV. No pillows. Not a single luxury. Oh...we will be letting them out every 3 hours to use the restroom. Aren't we nice?

These 8 people will be giving up their summer in the quest to win a new car. It's a battle of endurance and popularity (Yep - Star 94 listeners AND the contestants themselves will get to vote people out of the car!). In the end, the person who can live in the car the longest and live up to a wild series of reality show challenges will be the one that drives away in a new 2008 Mercury Milan.

Everything we do will have a different "reality show" theme...reward challenges based on American Idol contests, vote outs like Survivor, Finish The Lyric for extended cell phone privileges...you get the picture.

The 8 fierce competitors:

Ally	Andrew	Cate	Evan
Jackie	Michelle	Neva	Roxanne

**Here's how we want YOU to get in on the action...**

1. Listen to Star 94 for updates from the cars as live mics catch EVERY minute
2. Click the 11alive.com web cam link to see LIVE in-car action 24/7
3. Participate in "Sync Talk Tuesdays"...log onto 11alive.com for details.
4. Check out the contestant's Bios, Confessionals, and the Photo Gallery on Star94.com
5. Take part in voting out contestants - (dates TBA).

Don't miss a minute of the drama. Live microphones will capture every minute of every hour so keep your radios on 94.1...Atlanta's #1 Top 40 Station, Star 94!

For more information and/or media inquiries, contact Mrs. Shawnessy Renegar, Promotions Director, Star 94 at (404) 238-9476 or [shawnessy@star94.com](mailto:shawnessy@star94.com). Additional event details and photos of the contestants can be found at [www.Star94.com](http://www.Star94.com).

***About Star 94***

Star 94 (WSTR, 94.1 FM) is Atlanta's premiere top 40-radio station, broadcasting from its Buckhead studios since 1989. "Atlanta's #1 Hit Music Station" features personalities Marco, Shannon, and SuperPhat Mikey of the [Morning Mess](#); Tripp West in midday's; [Cindy & Ray](#) in afternoons and [Darik](#) @ night. Star 94 is part of Lincoln Financial Media of Georgia, a wholly-owned subsidiary of the Lincoln Financial Media Group. The chain also operates stations in Denver, Miami and San Diego.

###