

MIX 96.9's *BRAS FOR A CAUSE*

*"Wall" of Bras To Be Raised Over 202 Freeway
For National Breast Cancer Awareness Month & Provide Free Mammograms*

Phoenix, Ariz. – October 10, 2012 – Clear Channel Communities™, the community engagement brand of Clear Channel Media and Entertainment, and Mix 96.9 announced today 2012 *Bras for a Cause* presented by TruWest Credit Union will return for the third year in support of Breast Cancer Awareness Month.

On Friday, October 12, MIX 96.9 will be at Tempe Marketplace where they will create a "wall" of bras that will be raised 100 feet over the 202 Freeway – this is two times higher than last year. The purpose of the event is to bring awareness around the importance of early detection of breast cancer. MIX 96.9's Morning Show Host, Mathew Blades, will be "bra"-casting live onsite from 5:00 a.m. to 6:00 p.m. EVDI Medical Imaging will also be onsite to provide 96 mammograms to those who haven't taken the first step in early detection. In order to create a "wall" of bras, MIX 96.9 will be collecting new or gently used bras at all Valley TruWest Credit Unions and Z'Tejas Restaurants, as well as Larry Miller Volkswagen, who will be donating \$1 for every bra to pay for the additional mammograms from EVDI Medical Imaging. The full list of bra drop off locations is available on the station's website at www.mix969.com. After the "wall" of bras is raised, all bras will be donated to the women at the Sojourner Center, one of the nation's largest domestic violence shelters, with 224 shelter beds and 32 transitional apartments. Each year, Sojourner Center provides safety and support for nearly 3,000 women and children.

"Every year I try to raise awareness, but this year we are incorporating action as each bra will be a dollar donation that we will be using to pay for the free mammograms," said Blades. "The best part is, there are no excuses for women and men to not get checked – we're excited to collect bras and raise awareness for breast cancer throughout the community."

Fans can listen to MIX 96.9 on the station's website www.mix969.com, as well as on iHeartRadio.com and the iHeartRadio mobile app, Clear Channel's best-in-class customizable digital listening service, that deliver everything listeners want in one free, fully-integrated service: instant access to more than 1,500 of the nation's most popular live broadcast and digital-only radio stations from 150 cities, plus user-created Custom Stations inspired by favorite artists and songs.

About Clear Channel Media + Entertainment Phoenix:

Clear Channel Phoenix owns and operates KNIX-FM 102.5, KESZ-FM 99.9, KYOT-FM 95.5, KMXR-FM 96.9, KZZP-FM 104.7, KFYI-AM 550, KGME-AM 910, KOY-AM 1230 and is part of Clear Channel Media and Entertainment. With 239 million monthly listeners in the U.S., Clear Channel Media and Entertainment has the largest reach of any radio or television outlet in America. Clear Channel Media and Entertainment serves 150 cities through 850 owned radio stations. The company's radio stations and content can be heard on AM/FM stations, HD digital radio channels, Sirius/XM satellite, on the Internet at iHeartRadio.com and on the company's radio station websites, on the iHeartRadio mobile application on iPads and smartphones, and used via navigation systems from TomTom, Garmin and others. The company's operations include radio broadcasting, online and mobile services and products, live concerts and events, syndication, music research services and independent media representation. Clear Channel Media and Entertainment is a division of CC Media Holdings, Inc. (OTCBB: CCMO), a leading global media and entertainment company. More information on the company can be found at clearchannel.com, clearchanneloutdoor.com and ccmediaholdings.com.

###

Contact:

Vicki Fiorelli

Clear Channel Media Entertainment Phoenix

602-374-6033

vickifiorelli@clearchannel.com