



98.9's The Rock Hosts 21st Annual Rockfest This Saturday

Another sell-out crowd of 55,000 is expected

Kansas City, MO – Rockfest 2013 is this Saturday May 11th at The Liberty Memorial in downtown Kansas City. 98.9 The Rock is projected to host another sell-out crowd of 55,000 passionate fans who will be entertained by 15 bands offering 12 hours of non-stop live rock. From humble beginnings, Rockfest has grown into the biggest one-day music festival in the country, and 2013 marks the 21st anniversary of Rockfest.

This year's performers include Alice In Chains, Seether, Papa Roach, Volbeat, Halestorm, Sevendust, All That Remains, Device, Killswitch Engage, In This Moment, Red Line Chemistry, Young Guns, Aranda, Eye Empire, and Heaven's Basement.

2013 marks the 21st anniversary of Rockfest. From humble beginnings, Rockfest has grown into the biggest one-day music festival in the country. The very first Rockfest saw 10,000 fans of a new radio station come out to see Cheap Trick, Lillian Axe, and XYZ. Since then the show has steadily grown with along with 98.9 The Rock into the monster concert it has become today.

Morning show vet Johnny Dare has been a part of the last 20 Rockfest's and has seen it grow into the powerhouse it is today. "Rockfest is special because we've kept it special. The goal from the beginning was to create an affordable experience for our listeners with cheap tickets and cheap beer & food. The venue is part of what makes Rockfest so special. Our show happens in a park in the middle of downtown Kansas City where the listeners have freedom of movement and every listener has the chance to see their favorite band from the front row."

Program Director Bob Edwards added, "The amazing support that 98.9 Rock fans give to this even never ceases to amaze me. Our entire staff and everyone at Entercom Kansas City are so proud of what Rockfest has become. Getting 15 bands to play one show on a single day used to be a near impossible task. Now so many bands claim Rockfest as their best experience of the year and many come back time

and time again.” Edwards also gives credit to the partnership Entercom has forged with Joe Litvag of A.E.G. Live and their expertise in producing a superior event.

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[Entercom Communications Corp. \(NYSE: ETM\)](#), led by [President and CEO David Field](#), is one of the largest radio broadcasting companies in the United States, with a nationwide portfolio of over 100 stations in 23 markets, including San Francisco, Boston, Seattle, Denver, Portland, Sacramento and Kansas City.

Known for developing unique and highly successful locally programmed stations, Entercom is home to some of radio’s most distinguished brands and compelling personalities. The company is also the radio broadcast partner of the Boston Red Sox, Boston Celtics, Buffalo Bills, Buffalo Sabres, Kansas City Royals, Memphis Grizzlies, New Orleans Saints, New Orleans Hornets, Oakland Athletics, Oakland Raiders, and San Jose Sharks.

Entercom focuses on creating effective multi-platform marketing solutions for its customers, incorporating the company’s audio, digital and experiential assets. Additionally, the company has a long-standing commitment to responsible corporate citizenship and environmental stewardship. Entercom stations play a vital, hands-on role in improving their communities, providing over \$100 million in annual support for local charitable organizations.

The company’s radio stations have received numerous awards, including multiple Edward R. Murrow Awards for excellence in broadcast journalism, as well as the National Association of Broadcasters (NAB) Marconi Award for excellence in radio broadcasting. In 2012, Entercom was named by Information Week as one of the Top 500 Technology Innovators in the United States.

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