



JOIN THE KOST 103.5 CASH MOB & HELP LOCAL BUSINESS

Los Angeles, CA - August 23, 2012 – KOST 103.5 is helping to breathe new life into local businesses using the Cash Mob approach. Utilizing flash-mob mentality, a cash mob organizes in advance, instead of performing a group-style dance, KOST 103.5 will use it's airwaves to organize and drive listeners into a local establishment to help breathe life into a struggling mom-and-pop business.

On Sunday August 26th KOST 103.5 is doing their part to stimulate the economy and inviting listeners to stop by North Hollywood Hardware and purchase merchandise from the store to help the struggling business.

Through the on air support, word of mouth, social media and press coverage, KOST 103.5 hopes to have a tremendous positive effect on local businesses.

Morning show personality, Mark Wallengren commented, "The benefits that local businesses gain from successful cash mobs are not just a one-day influx of cash." "Hopefully new customers are found, old customers are reacquainted and a new appreciation for local businesses that fuel a sluggish economy is found, I'm so proud of KOST for participating in such a great community event".

Cash Mob Information:

Date: Sunday, August 26, 2012

Where: North Hollywood Hardware, 11847 Ventura Blvd., Studio City, CA 91604

Time: Shop all day. 10A – 5P

In Partnership With: Habitat for Humanity of Greater Los Angeles.

KOST 103.5 morning show personality, Mark Wallengren will be at the store from 12:00PM – 2:00PM. Fresh Brothers Pizza will be on site providing lunch for patrons at noon.

For a list of items that can be purchased at North Hollywood Hardware and donated to Habitat for Humanity of Greater Los Angeles go to www.KOST1035.com keyword: cash mob.

About KOST 103.5

KOST 103.5 is owned and operated by Clear Channel Media and Entertainment. With 238 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 radio 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 and iHeartRadio.com, on the iHeartRadio mobile application on iPads and smart phones, and used via navigation systems from TomTom, Garmin and others. The company's operations include radio broadcasting, online and mobile services and products, syndication, music research services and independent media representation. Clear Channel Radio 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 www.clearchannel.com and www.ccmediaholdings.com.

#

Media Contact

Robert H. Lyles

818-566-4633

Clear Channel Media + Entertainment

robertlyles@clearchannel.com