

101.9 RADIO NOW TO GIVE AWAY 100,000 BOTTLES OF WATER TO COOL LISTENERS THROUGHOUT THE SUMMER

Listeners Entered To Win VIP Pitbull Package for Every Bottle Recycled

Memphis, Tenn. – June 25, 2012 – KWNW 101.9 Radio Now announced today that it will give away 100,000 bottles of water to cool listeners throughout the summer. Fans that recycle their water bottles through the designated 101.9 Radio Now bin will be entered to win a VIP trip package to see Pitbull in San Francisco.

The Memphis heat causes hundreds of heat exhaustion/stroke-related illnesses each summer, largely due to improper hydration. To help local listeners stay hydrated, from **June 25th through September 3rd**, 100,000 Radio Now labeled bottles of water will be distributed throughout Memphis at various outdoor locations including Shelby Farms and local parks. In addition to keeping listeners hydrated, every fan that recycles a 101.9 Radio Now water bottle into the designated bin will be entered to win a VIP trip package for two to see Pitbull in San Francisco. The package will include roundtrip airfare, hotel and tickets for the show. 101.9 Radio Now bins and staff will confirm entry details upon recycling.

“101.9 Radio Now is committed to serving the local Memphis community by helping them stay cool and safe throughout the hot summer months,” said Dino Conard, Program Director, 101.9 Radio Now. “Fans will jump at the opportunity for this one-of-a-kind VIP experience with Pitbull in San Francisco while also staying hydrated and recycling their empty bottles.”

Fans can listen to 101.9 Radio Now on the station’s website radionowmemphis.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 1,000 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 and Entertainment Memphis:

Clear Channel Memphis owns and operates KJMS-FM; KWNW-FM; WDIA-AM; WEGR-FM; WHAL-FM; WHRK-FM; WREC-AM and is part of Clear Channel Media and Entertainment. With 237 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.

Contact:

Dino Conard

Clear Channel Media and Entertainment Memphis

901.259.1378

DConard@clearchannel.com

