



**April, 5, 2004**  
**Press Release**

**PAMAL BROADCASTING ANNOUNCES NEW RADIO STATION AT 107.1 FM: New York Metro area has its first "World Class Rock" radio station.**

**White Plains, NY – April 5, 2004** – Pamal Broadcasting announced new radio station WXPB-FM, "The Peak" today. The station will serve the greater northern New York metropolitan area.

"The Peak is a diversified, non traditional, great sounding Rock Radio station," stated Fred Bennett, Vice President and Market Manager for Pamal Broadcasting. "We are thrilled to offer our listeners and advertisers something dynamic and new."

"The Peak" defines "World Class Rock" by the depth of song selections from both classic and new artists. Some artists include: The Dave Matthews Band, U2, Bruce Springsteen, Bonnie Raitt, The Rolling Stones, Cold Play, Tom Petty, REM, Sting and more.

"The New 107.1 will return to the original concept of Rock Radio by playing more songs from more artists," said Chris Herrmann, Program Director, WXPB-FM. "Through our Listener Advisory Board (the LAB) at our station web site, we'll interact with our audience and find out what they want us to play on the radio." In addition, "The Peak" offers internet streaming at [www.1071thepeak.com](http://www.1071thepeak.com).

"At the Peak, we will play great music and be a community focused radio station," stated Peter Mutino, Station Manager.

WXPB-FM, "The Peak" is operated by Pamal Broadcasting. Pamal Broadcasting owns and operates radio stations in New York, Massachusetts, Florida and Vermont.

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