

SEPTEMBER 17, 2008, 08:00 A.M. ET

Bonneville International's WTOP Helps WorldBand Media Expands Its Ethnic Footprint to the Nation's Capital

WASHINGTON, Sept. 17 /PRNewswire/ -- Bonneville International Corporation and WorldBand Media LLC have just announced a new strategic partnership to provide customized ethnic programming to the metropolitan D.C. area via WTOP's HD-2 digital signal.

"Through Bonneville's foresight we are now able to offer our South Asian programming in a total of five major markets across the United States, catering to well over 1.5 million individuals," said WorldBand Media CEO, Prabha Selvadurai. "With these agreements secured, we can continue with our launch of similar opportunities, in these and other markets, for our other ethnic language formats."

"We are very much looking forward to partnering with WorldBand to provide their format to the South Asian community here in the Washington, D.C. area on HD-2," said Bonneville Senior Regional Vice President Joel Oxley. "The international community is continuing to grow at a rapid pace and we are committed to working with WorldBand to serve those listeners."

The metropolitan D.C. area is home to over one million individuals whose first language is other than English or Spanish, an estimated two hundred thousand of which are of South Asian descent.

Specific details of the partnership were not released. For more information contact the above referenced parties.

About Bonneville International Corporation

Bonneville International (www.bonneville.com) is an award-winning, dynamic and diversified media company with television, radio, advertising, and satellite operations in Los Angeles, Chicago, Washington, D.C., Seattle, Phoenix, St. Louis, Cincinnati, and Salt Lake City. Known not only as a leader in the industry but also as a values-driven company, Bonneville's mission is to "Make a Difference" in the communities where it operates.

About WorldBand Media LLC

WorldBand Media LLC ("WBM") vision is to be "North America's leader in ethnic content and delivery." Led by a team of ethnic and mainstream media entrepreneurs, WBM understands the unique characteristics, demands and potential this market presents. WBM's media interests enable ethnic North Americans to have access to the highest quality content while at home, in the car or on the move; while providing an effective and reliable outlet for its partners and advertisers to reach this growing and largely untapped market segment. For more information, go to www.worldbandmedia.com.

Note to editors: "HD Radio(TM)" and the HD Radio logo are proprietary trademarks of iBiquity Digital Corporation. All other trademarks are the property of their respective owners. The "HD" in HD Radio(TM) is part of iBiquity Digital's brand name for its advanced digital AM/FM system. It does not mean hybrid digital or high-definition digital; both of these are incorrect.