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NextMedia and WorldBand Media to Bring 24x7 South Asian Programming to Northern California's South Bay Area via HD Radio(TM) Broadcasting

SAN JOSE, Calif., Sept. 15 /PRNewswire/ -- NextMedia Group Inc. and WorldBand Media LLC have announced a unique strategic partnership to bring leading-edge ethnic content to Northern California's South Bay Area. Utilizing NextMedia Group's 106.5 FM KEZR HD Radio signal out of San Jose, these companies will strive to meet the underserved radio needs of this areas South Asian population. Starting later this fall, listeners will be able to tune their radio dials to 106.5-HD2 to receive this innovative programming.

"By making our HD Radio signal available to WorldBand Media, we are able to serve an even broader audience in San Jose," said Eric W. Neumann, CFO of NextMedia Group. "NextMedia Group is proud to help drive innovation that allows us to provide a wider range of content and diversity of formats, specifically that of the South Asian community, which is a significant and growing market segment in San Jose."

"WorldBand Media is extremely pleased to have partnered with NextMedia Group to bring our unique blend of 24x7, CD quality South Asian radio to this region", said Prabha Selvadurai, WorldBand Media's CEO. "With a deep-rooted and growing presence in the South Bay area it is surprising that this community has been underserved for so long. Through this partnership we will ensure this community's radio needs are more than exceeded from this point on."

The South Bay area is host to hundreds of thousands of South Asians, largely centered in Santa Clara, Alameda and San Mateo counties.

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

About NextMedia Group, Inc.

NextMedia Group, Inc. is a diversified out-of-home media company headquartered in Greenwood Village, Colorado. Through its subsidiaries and affiliates, NextMedia owns and operates multiple radio stations in several markets throughout the United States and more than 8,000 bulletin, poster and outdoor displays. Investors in NextMedia's ultimate parent entity, NextMedia Investors, LLC, include Tailwind Capital Partners, Alta Communications, Weston Presidio Capital and Goldman Sachs Capital Partners, as well as senior management. Veteran media executive Steven Dinetz, president and CEO, founded NextMedia in 1999.

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.

SOURCE NextMedia Group Inc.