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## **Emmis and WorldBand Media Partner to Launch First-of-Its-Kind Digital Radio Network**

Top 3 U.S. markets to offer programming in HD for the South Asian ethnic community

**INDIANAPOLIS, Sept. 9 /PRNewswire-FirstCall/** -- Emmis Communications Corporation (Nasdaq: EMMS - News) and WorldBand Media LLC have announced a groundbreaking partnership that will broadcast unique programming targeted to the South Asian communities in New York, Los Angeles and Chicago utilizing HD Radio(TM) technology.

Through the partnership, WorldBand Media's South Asian programming will be broadcast on the HD3 channel of Emmis' stations in New York (WQHT-HD3 or 97.1- HD3), Los Angeles (KPWR-HD3 or 105.9-HD3) and Chicago (WLUP-HD3 or 97.9-HD3).

"North America's ethnic communities have been virtually ignored by radio over the years," WorldBand Media's Founder and CEO Prabha Selvadurai said. "Through this exciting partnership, underserved South Asians in these markets can now enjoy our unique blend of local and international programming, catered directly to their needs. Emmis Communications' commitment to innovative radio and our leadership in and understanding of the ethnic marketplace is sure to change the face of community-focused broadcasting for years to come."

"Emmis is committed to finding innovative ways to serve our communities and create value," Jeff Smulyan, Chairman and CEO of Emmis, said. "By being the first to utilize our HD bandwidth in this manner, we are able to deliver unique, compelling content to a vibrant and rapidly growing ethnic community, open a new revenue source for the company and expand the market for HD radios."

According to the U.S. Census and Statistics Canada, North America has 3.8 million reported South Asians, which include those of Indian, Pakistani, Bangladeshi and Sri Lankan descent.

WorldBand Media programming using Emmis' HD Radio bandwidth should be available via HD Radio in New York, Los Angeles and Chicago by the middle of October.

Details of the partnership were not released. To learn more about HD radios and HD radio programming, visit [www.hdradio.com](http://www.hdradio.com).

**About WBM**

WorldBand Media LLC's ("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](http://www.worldbandmedia.com).

**Emmis Communications - Great Media, Great People, Great Service(R)**

Emmis is an Indianapolis-based diversified media firm with radio broadcasting, television broadcasting and magazine publishing operations. Emmis owns 21 FM and 2 AM domestic radio stations serving the nation's largest markets of New York, Los Angeles and Chicago, as well as St. Louis, Austin, Indianapolis and Terre Haute, Ind. Emmis also owns a radio network, international radio stations, regional and specialty magazines, an interactive business and ancillary businesses in broadcast sales.

**Note:** Certain statements included in this report or in the financial statements contained herein which are not statements of historical fact, including but not limited to those identified with the words "expect," "will" or "look" are intended to be, and are, by this Note, identified as "forward-looking statements," as defined in the Securities and Exchange Act of 1934, as amended. Such statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to be materially different from any future result, performance or achievement expressed or implied by such forward-looking statement. Emmis does not undertake any obligation to publicly update or revise any forward-looking statements because of new information, future events or otherwise.

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