

HD RADIO™ NEWS - *Sponsored content*

**RadioShack Prepares for First National Rollout of HD Radio™ Receivers.**

RadioShack Corporation and the HD Digital Radio Alliance™ recently announced that the consumer electronics retailer has launched a pilot program in several major markets as a prelude to a national rollout later this year. More than 100 RadioShack stores in the Dallas/Fort Worth area are now stocking HD Radio receivers for the pilot, as are additional stores in New York City, Los Angeles, Chicago, Philadelphia, Houston and Washington, D.C. RadioShack will initially carry the tabletop Boston Acoustics Receptor Radio® HD, with the plan to add exclusive RadioShack receivers in the fall when the program expands nationally.

**HD Radio Showcased in the Scion xB at 11th Annual “Toyotafest” in California.** The Toyotafest event, which took place May 13 in Long Beach, CA, featured a Toyota Scion xB specially equipped with an HD Radio receiver. More than 5,000 Toyota enthusiasts attended the event, which included a giveaway of the JVC KD-HDR1 aftermarket HD Radio receiver.



**Beasley Showcases HD2 Channel to One Million Visitors at Miami-Dade County Fair & Expo.**

Through external speakers and a four-headset HD Radio listening station, Beasley Broadcast Group's *Power 96* WPOW-FM demonstrated its HD2 channel, *Dash 2*, during the Miami-Dade County Fair & Exposition. In its 55th year, the youth-oriented fair welcomed nearly one million people through the gates over an 18-day period. *Dash 2* features the world's best dance music and dance remixes of the hottest top 40 records, serving as a complement to *Power 96's* Rhythmic CHR format. Sister station WQAM-AM (*Sports/Talk*) is broadcast on WPOW's HD3 channel.

**Broadcasters Feature HD Radio Listening Stations at Festivals in Detroit, Philadelphia and D.C.**

Broadcasters are increasingly using HD Radio listening stations at local festivals to introduce listeners to the benefits of digital programming. Clear Channel recently had HD Radio listening stations on hand for WMZQ's "WMZQfest" in Washington, giving 25,000+ attendees a chance to hear the station's main channel country format and Classic Country HD2 channel in digital. A sample of upcoming festivals that will showcase HD:

- Beasley Broadcast Group's WXTU-FM 92.5 Anniversary Show in Philadelphia, June 10
- CBS Radio's WVMV-FM 98.7 Eighth Annual Smooth Jazzfest in Detroit, June 23-35
- CBS Radio's WOMC-FM 104.3 Woodward Dream Cruise in Detroit, August 19

**Greater Media Adds Two HD2 Channels to New Jersey stations.**

Greater Media Inc. announced that it will double its program offerings to WDHA-FM and WMGQ-FM listeners in New Jersey with two new multicast stations. WDHA-FM's HD2 station, "WDHA LIVE," will offer a live rock format. WMGQ-FM's HD2 station, named "Over Easy," is an acoustic channel, which features singer-songwriters along with folk and unplugged versions of a variety of artists, ranging from Eric Clapton to Joni Mitchell. Greater Media has also launched HD2 channels in Boston, Detroit and Philadelphia. — See the list of stations already on-air and broadcasting in HD Radio at "[www.HDRadio.com](http://www.HDRadio.com)."

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The advertisement features the GSelector logo in a stylized font at the top left. Below it, the text 'the perfect HD solution' is written in a bold, sans-serif font. At the bottom left, the website 'www.gselector.com' and a phone number 'In the U.S. call 866.432.7727' are provided. On the right side, the text 'music scheduling reinvented' is written in a smaller font. The background of the advertisement is white with several monarch butterflies scattered across it. In the top right corner, there is a logo for 'RCS Sound Software'.