

HD RADIO™ NEWS - *Sponsored content*

Broadcasters Ramping up HD Radio™ Holiday Promotions

The holiday season has started and stations across the country are including HD Radio broadcasting in their holiday promotions. KNDD-FM 107.7 "The End" in Seattle is giving away HD Radio receivers on-air along with tickets to its "Deck the Hall" Ball on December 7 at the Key Arena. Z100 (WHTZ-FM 100.3) in New York City is also giving away receivers paired with tickets to its sold out "Jingle Ball" at Madison Square Garden on December 15. Both stations will also give away HD Radio receivers during live broadcasts outside the venues during the events. Additionally, Hot97's WQHT-FM 97.1 in New York City will include the HD Radio holiday rebate form in a "goodie" bag given to over 2,000 attendees of its "Thank You New York" holiday concert.



Howard University's WHUR Debuts New HD2 Channel – "WHUR WORLD"

Howard University's WHUR-FM 96.3 (Washington, DC) recently launched its new HD2 channel, WHUR-WORLD. WHUR-WORLD offers an alternative multicast of programming to entertain, educate, address social problems, and provide context for a mature adult listening audience. WHUR-WORLD will broadcast 24-hours, 7 days a week with information and music programming consisting of an intensive blend of Classic Jazz, Rhythm & Blues, Hip Hop, Blues, African-American Folk, and World (WHUR-WORLD can also be heard online at www.whurworld.com). "We are literally staring in the face of new technology allowing listeners around the globe the opportunity to experience a new high definition radio channel that will broadcast a culturally rich progressive mix of music and information," said Jim Watkins, WHUR General Manager. WHUR, celebrating its 35th Anniversary this year, was the first commercial radio station in the Washington market to go digital in 2004.

HD Radio Holiday Rebate Program Continues Through January 14.

The HD Radio Holiday Rebate program provides consumers either \$25 or \$50 back on purchases of HD Radio products. The official HD Radio product mail-in rebate form (which includes listing of eligible HD Radio products) can be found at www.hdradio.com/rebate. The program ends January 14, 2007.

\$99 HD Radio Receivers Available to Broadcasters for Promotional Activities

HD Radio broadcasters can now purchase three different HD Radio products at a cost of \$99 (plus \$14 shipping & handling per unit) in an exclusive, limited time program. Broadcasters interested in learning more about this program may contact Don Kelly at 410-872-1532 or Kelly@ibiquity.com or visit http://www.ibiquity.com/broadcasters/hd_radio_digital_upgrade_broadcaster_promotion.

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