

HD RADIO™ NEWS - *Sponsored content*

HD Radio Marketing Tool Kit for Stations Now Available Online. The HD Digital Radio Alliance has produced a tool kit to help stations market HD Radio(TM) programming and capabilities. The tool kit contains: web ads, web banners, print ads, posters, HD Radio logos and video – all of which can be downloaded directly from http://www.hdradioalliance.com/marketing_tool_kit.php. It's a great resource for filling HD Radio needs for print materials, presentations, websites and many other marketing vehicles. The website also contains a consumer brochure for stations to download and copy.

New HD Radio Rebate Program Begins Tomorrow.

It will provide consumers either \$25 or \$50 back on purchases of HD Radio products. The program runs through January 14, 2007 and ensures that HD Radio products will be available for less than \$200 this holiday season. 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.



Brazilian Broadcasters Form an Alliance to Promote HD Radio Broadcasting. A group of Brazilian broadcasters launches the Brazil Alliance for Digital Radio, to promote and support the deployment of HD Radio technology in Brazil. The Alliance already has nearly 2,500 affiliated radio stations that will support its efforts and is working closely with receiver manufacturers to support their product development and entry into the market. There are 16 stations in Brazil broadcasting with HD Radio technology, to a coverage area of 30 million people.

\$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 shipping & handling per unit) in an exclusive, limited-time program. The HD Radio receivers, to be used for purposes such as station promotions and advertiser sales packages, span three product categories: a connector that quickly upgrades listeners' current car radios to receive all HD Radio programming; a hip table-top radio; and a component tuner for home audio systems. The radios will ship from their manufacturers directly to stations with expected delivery at the beginning of December. Broadcasters interested in learning more about this program may contact Don Kelly at 410-872-1532 or Kelly@ibiquity.com. Or you can visit — http://www.ibiquity.com/broadcasters/hd_radio_digital_upgrade_broadcaster_promotion.

Greater Media Prepares the Launch of Two HD2 Channels in New Jersey.

Greater Media announces details of two new HD2 multicast channels for New Jersey. "RAT 2" will be the name of the new female-friendly rock-based format which will play a variety of artists ranging from the Pretenders to Coldplay. The multicast channel will complement WRAT-FM's current male-dominated rock format. "Classic Oldies," WJRZ-FM's HD2 multicast channel, will feature a variety of music ranging from doo-wop to Elvis Presley to pre-British invasion. Both multicast channels are expected to launch at the end of 2006. — See the list of stations already on-air and broadcasting in HD Radio — over 1000 — at "www.HDRadio.com."

The advertisement features a black Orban Optimod FM 8500 Digital Audio Processor. The device has a central display screen showing a frequency response curve and various settings. To the left of the screen are two circular ports, and to the right is a large speaker grille. The Orban logo is visible in the top left corner of the device. Above the device, the text 'HIGHER DEFINITION' is written in large, spaced-out letters, with the Orban logo and 'urban.cri' integrated into the 'H'. Below the device, the text 'OPTIMOD' is visible. To the right of the device, the website 'www.orban.com' is displayed. At the bottom right, the text reads 'OPTIMOD FM 8500 The Next Level of Processing for Digital and Analog FM'. The background of the advertisement features a stylized graphic of sound waves.