

HD RADIO™ NEWS - *Sponsored content*

**HD Radio Achieves Historic Milestone, as the 1,000th Station Begins Broadcasting in Digital.**

WIYY 97.9 (98 Rock) in Baltimore recently made history as the 1,000th station in the U.S. to broadcast with digital HD Radio technology. "We are thrilled to have earned the distinction as the 1,000th HD Radio station on the air, and we look forward to using our new digital capabilities to increase the variety of programming and services we offer on free radio," said Ed Kiernan, vice president/general manager WBAL/WIYY Radio. iBiquity Digital expects 1,200 HD Radio stations on the air by the end of 2006.

**Circuit City HD Radio Trick and Treat.** To kick off the arrival of the first HD Radio product at Circuit City, local HD Radio stations in the Top Ten markets are teaming with the national retailer on giveaways of the Boston Acoustics Receptor Radio HD for this Halloween promotion.

In conjunction with this promotion, limited time rebates of up to \$75 will also be available for future HD Radio product purchases.



**First HD2 Channel in Delaware Takes Aim at Under 30 Listeners.**

Delmarva Broadcasting Company will launch HD2 station Graffiti 93.7 FM on October 31. Aspiring to be completely different by targeting young listeners ages 16 to 30, Graffiti is a music-intensive, eclectic, alternative-rock station. With a playlist ranging from newer artists (Wolfmother, Death Cab for Cutie, My Chemical Romance) to established acts (Red Hot Chili Peppers, Weezer) to a large dose of local music, Graffiti promises to keep the music hip, fresh, and new. GraffitiRadio.com will be an intensely interactive site that will stream the station 24/7 and give listeners the ability to podcast, play games, rate the music, and customize the content.

**Praise for New HD Radio Products.** Two positive reviews for new HD Radio products appeared in national publications recently. *Philadelphia Daily News* columnist Jonathan Takiff had this to say about the new RadioShack Accurian Tabletop radio: "Finished in stainless steel and black metal, this slim-line radio looks good ...[and delivers] "a startling improvement in clarity and warmth, and elimination of the hiss often heard on conventional radio." And *CEPro's* Bob Archer wrote that he was "completely impressed" after demo-ing the Polk I-Sonic. Archer commended the I-Sonic for its value, versatility, performance, variety of entertainment options, aesthetics and sound qualities.

**\$99 HD Radio Receivers Available to Broadcasters for Promotional Activities.** HD Radio broadcasters can now purchase three different products at a cost of \$99 (plus shipping & handling per unit) in an exclusive, limited time program. The 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 programming; a hip table-top radio; and a component tuner for home audio systems. The units will ship from their manufacturers directly to stations with expected delivery at the beginning of December. Broadcasters interested in learning more may contact Don Kelly at 410-872-1532, Kelly@ibiquity.com, or visit [http://www.ibiquity.com/broadcasters\\_hd\\_radio\\_digital\\_upgrade\\_broadcaster\\_promotion](http://www.ibiquity.com/broadcasters_hd_radio_digital_upgrade_broadcaster_promotion).

— See the list of stations already on-air and broadcasting in HD Radio — over 1000 — at "[www.HDRadio.com](http://www.HDRadio.com)."

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