

PRESS RELEASE

**POP RADIO
ANNOUNCES GROWTH OF IN-STORE AUDIO NETWORK
TO MORE THAN 17,000 STORES**

-- POP Radio adds 6,643 CVS/Pharmacy to in-store audio network --

Boston, MA – January 22, 2010 – POP Radio, LP (Point of Purchase Radio) announced today that it has become the largest provider of in-store audio advertising with the addition of several new retail partners, including CVS/Pharmacy stores. This addition of CVS to the existing in-store audio network puts POP Radio messages into 2 out of every 3 major pharmacy retailers in America. Effective immediately, this brings the total store count for the POP Radio network to 17,658 stores. The new coverage provides additional reach for the critical female shopper in the 25-49 age demographic and provides incremental exposure to shoppers at the point-of-purchase where the majority of buying decisions are made.

"The tremendous growth of our network further enhances our coverage of the essential drug store category and delivers an additional audience that will be very attractive to our advertisers," said Gary Seem, President/CEO of POP Radio. Jeff Shapiro, Chairman of POP Radio added, "POP Radio's delivery of messages in grocery and drug stores, and mass merchandisers, reaches consumers in a captive media environment closest to their point of purchase. Advertisers are realizing that getting a message to the consumer in the store, right where brand buying decisions happen, is the place where their consumer marketing dollars are used most effectively."

CVS's music and message delivery is served by Muzak LLC, the world's leading music, messaging and sound systems provider. Muzak is a key strategic partner of POP Radio in message delivery via cutting edge satellite and broadband technology. Headquartered in Fort Mill, SC within the metropolitan area of Charlotte, NC, Muzak serves more than 350,000 client locations through 200 sales and service sites.

Richard Foreman of Richard A. Foreman Associates, Inc. served as the exclusive advisor to POP Radio, LP in the negotiations and transaction.

About POP Radio, LP

POP Radio, LP is the leading in-store audio advertising provider in the United States and delivers commercial audio messages to shoppers at the point-of-purchase in over 17,600 grocery, drug, convenience and mass merchandiser stores. POP Radio provides retail specific messaging along with third party ad sales to retailers such as Pathmark, CVS/Pharmacy, A&P, Wegmans, Rite Aid and Food Lion. By reaching consumers at the point-of-purchase in a captive media environment with a compelling audio message, POP Radio is heard by over 200 million shoppers a month and delivers proven sales lift for participating advertisers. POP Radio has corporate offices in Boston, MA and is headed by Jeffrey Shapiro, Chairman and Gary Seem, President/CEO.

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