101 ESPN
St. Louis' Sports Station

NEWS RELEASE

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For Immediate Release

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101 ESPN ADDS "THE BERNIE MIKLASZ SHOW" TO THE STATION'S WEEKDAY LINE-UP

ST. LOUIS – 101 ESPN announced the addition of award-winning *St. Louis Post-Dispatch* sports columnist and sports radio broadcaster Bernie Miklasz to their on-air team.

Miklasz, along with his long-time Producer Ben Boyd and sports "insiders" Joe Strauss and Jim Thomas, will join the new FM Sports/Talk radio station on April 6, 2009. "The Bernie Miklasz Show" will air weekdays from 12:00 until 2:00 pm. As a result of Bernie's arrival, Pat Parris and Bryan Burwell will move with their program "The Parris & Burwell Show" to a newly created slot of 9:00 am to 12:00 pm.

Miklasz joins 101 ESPN from his latest radio broadcast position as host of afternoon drive on Team 1380 KSLG-AM in St. Louis. Bernie has had a storied career in both print and broadcast media in St. Louis. A native of Baltimore, Miklasz has been the lead sports columnist at the *St. Louis Post-Dispatch* since 1989, where he also pens the "Bernie's Extra Points" blog and hosts the "Bernie's Press Box" Forum for STLtoday.com. He was recently recognized as the "Most Influential Person in all of St. Louis Sports" by *Saint Louis Sports Magazine*. Miklasz serves on the selection committee for many national professional and collegiate sports awards, including the Pro Football Hall of Fame, the Baseball Hall of Fame, the National Cy Young Award as well as the Heisman Trophy.

According to Miklasz, "I'm excited to be joining 101 ESPN. The station is off to a terrific start on the mission to become the most credible, informative and entertaining sports-talk station in the market, and I look forward to being a part of the team that helps make that happen." He adds, "In a very short time, 101 ESPN has already become the destination radio station for local sports fans, and the station clearly represents the future of sports talk in St. Louis." Bernie continues, "On a personal level, I believe it's my duty as a sports journalist to provide breaking news, enlightened analysis and informed opinions and this is an ideal fit for me, because 101 ESPN is strongly committed to those principles."

101 ESPN's Program Director Jason Barrett comments, "Bernie Miklasz has built an incredible brand in St. Louis throughout his career, and he is the most connected and influential member of the local sports media. By adding him to our team, we not only accelerate our progress in becoming the most dominant sports station in St. Louis, but his addition also makes our entire

roster at 101 ESPN better." Barrett continues, "As happy as I am personally to work with Bernie as a part of our station's broadcast team, the real winners in all of this are the listeners. Now they can hear Bernie's program – and all of the great insight, opinion and top-notch interviews he delivers – on the FM dial with 100,000 watts of power behind him".

Bernie's long-time producer Ben Boyd also makes the move to 101 ESPN. Boyd has worked for KSLG 1380 since 2003. Ben also has extensive experience as a journalist. Prior to his work at 1380, he was a Sports Correspondent at *The Boston Globe*, a News Reporter covering Ellisville, Missouri at *West Newsmagazine*, and he served as a Contributing Writer at *The Pilot* in Boston, MA and *The Daily Free Press*, Boston University's newspaper. Boyd continues to write, and recently created the web site www.StlSportsInsider.com in March 2008.

Barrett commented on the importance of adding Ben Boyd. "Over the years, Ben has done an exceptional job of producing Bernie's show, and to have him join our roster allows the show to remain consistent while it gives 101 ESPN an experienced person behind the scenes who knows what St. Louisans want from Bernie's program." He notes, "I'm thrilled to have him overseeing this program".

In addition to Miklasz and Boyd's arrival, *Post-Dispatch* Baseball Reporter Joe Strauss and Football Reporter Jim Thomas will also join the station. Both men will contribute regularly to "The Bernie Miklasz Show" and throughout the station's broadcast day. Strauss will also be heard weekly on Sunday mornings during "The Hot Corner" with Brian Feldman and Derrick Goold, and Jim Thomas will add a role on the Rams Sunday pre-game show when the NFL football season resumes.

Jason continued by sharing his thoughts on the importance of adding Thomas and Strauss. "When we did our research as a station and asked St. Louis sports fans to tell us what they wanted most out of a sports radio station, they mentioned two things – "insight" and "inside information". In our business, nobody provides more of it on the Cards and Rams than Joe Strauss and Jim Thomas." He notes, "To add their expertise on our airwaves is huge for us, and I'm excited to have them on the team. Their on-air and behind the scenes contributions will help us further establish 101 ESPN as the brand for sports insight and inside information in St. Louis".

Vice President and Market Manager John Kijowski adds, "Bernie Miklasz's reputation will be an incredible asset to 101 ESPN and Bonneville St. Louis. And the addition of professional sports journalists such as Bernie, Ben Boyd, Joe Strauss and Jim Thomas enhances the depth of knowledge, experience and credibility to our already outstanding broadcast team. "

For more information regarding the addition of Bernie Miklasz, Ben Boyd, Joe Strauss and Jim Thomas to the 101 ESPN airwaves, please contact Program Director Jason Barrett at (314) 983-6230 or jbarrett@bonneville.com; or visit the station's website at www.101ESPN.com.

About Bonneville International

Bonneville St. Louis is an affiliate of Bonneville International (www.bonneville.com), which was founded in 1964 and currently owns and operates 29 radio stations in the Los Angeles, Chicago, Washington, D.C., Seattle, Phoenix, St. Louis, Cincinnati, and Salt Lake City markets. It also owns and operates KSL Television (NBC affiliate) and has operating divisions of Bonneville Communications and Bonneville Satellite in Salt Lake City. Bonneville's motto is "Do good, do well, make a difference, and have fun."

In addition to competing aggressively in major-market broadcasting by structuring its business model on the three principles of building its people, making a difference in the community, and meeting aggressive financial goals, Bonneville also enjoys a

longstanding reputation and is known industry-wide for its nationally recognized and award-winning commitment to serving the communities where it broadcasts.

Headquartered in Salt Lake City, Bonneville is known for its innovative business model and is a national leader in providing quality, values-oriented media products.

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