

Velocity Radio Management Announces Board of Advisors

For Fresh Perspectives, Team Includes Experts from Finance and Interactive

For Immediate Release

Friday, July 31, 2009

Pittsburgh, PA: Velocity Radio Management proudly announces its Board of Advisors:

Ed Caplan: Founder/President, Coast to Coast Productions
Coast to Coast Productions creates musical imaging (jingles) for radio stations around North America.

Matt Friedman, Co-Founder, Tanner Friedman - Strategic Communications
Works with clients in a variety of industries on developing and executing their communications strategies. His clients have included an international airline, the largest global pharmaceutical company, a major research university, print and broadcast media companies, top non-profit organizations and leading professional service firms. Friedman began his career as a radio and television broadcaster in three major markets.

Fran Kirmser, Founder, Fran Kirmser Productions
Tony Award winning producer. Offers one on one consulting and fundraising support for companies and productions of all sizes.

Bob Morton, CEO and Founder, Insight Group
A consulting firm providing business strategy, leadership and process improvement disciplines to small and mid size enterprises. Formerly with GE Capital and Barclays Capital, Bob served as Chief Operating Officer for GE Capital's media lending practice and was Director of Risk Management for Barclays Capital North American.

Ted Ruscitti, Founder, On Air Research
On Air Research provides statistical analysis and research for radio and other industries.

"Today, Radio is experiencing pressure from OUTSIDE forces: Leverage from banks and emerging technology, however most solutions to these pressures seem to come from WITHIN our own catalog of solutions: 'Push interactive. Sell hard. Cut employees.' said Tony Renda, CEO of Velocity Radio Management."

"We rejected this concept. We chose a Board comprised of experts who not only know and understand Radio, but who are also at the top of their field OUTSIDE the Radio industry. Experts in Finance, Merging Media, and Marketing: The forces exerting the most pressure on our medium. The result? New Perspectives, Innovative Solutions, and a New Path for The Radio Industry that will help transform us from Towers to Brands."

About Velocity Radio Management

Velocity Radio Management *Protects and Grows the Value of Radio Stations* by operating, managing, and consulting radio stations for Radio Owners, Radio Brokers, and Equity Shareholders. Based in Pittsburgh, Pennsylvania, Velocity operates radio stations for survival and success: Lean, Efficient and Profitable. More information about Velocity Radio Management is available at www.VelocityRM.com.

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