

Velocity Radio Management



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Velocity Radio Management partners with Emmis Interactive to bring Marketing and Profits to Radio Stations

Two companies embracing the web as an ally, not a threat.

Chicago/Pittsburgh...Velocity Radio Management and Emmis Interactive, Inc., the software and consulting company that empowers the reinvention of local media, today announced a partnership to help the industry capitalize on the growth of the interactive sector.

Emmis Interactive will work with Velocity Radio Management to provide BaseStation®, Emmis Interactive's proprietary content management system with integrated listener intelligence, as well as sales and management consulting services to Velocity's clients.

"One of the cornerstones to Velocity's philosophy is embracing Interactive as an opportunity, not a threat. Emmis Interactive is the embodiment of this philosophy," Tony Renda, CEO of Velocity Radio Management said. "I've enjoyed working with Emmis Interactive for the last two years, and I look forward to introducing their product to clients looking to grow profits."

"We're happy to partner with Velocity: A company that knows a strong interactive product is key to the long term success of any radio station group." Deborah Esayian, co-President of Emmis Interactive, said.

BaseStation®, Emmis Interactive's proprietary content management system, empowers local media companies with a best-of-breed technology suite users now expect from a progressive media site. From media management, interactive community tools and user-generated content, to detailed reports that measure audience behavior and advertiser return on investment, BaseStation® gives local media clients a competitive edge in an environment of changing expectations. Since announcing in April 2008 that it would begin to market its services to radio broadcasters and other local media companies, Emmis Interactive has signed on more than

125 brands to its successful interactive platform, with dozens signing up for Emmis Interactive's exclusive iTunes storefront technology and premium products.

Emmis Interactive, Inc., an award-winning global software and consulting company, provides local broadcasters and publishers with profitable, sustainable interactive businesses. Combining years of broadcast and publishing experience with cutting-edge technology and unparalleled service, Emmis Interactive empowers local media companies with a comprehensive digital strategy to maximize the value of their media brands. Services include interactive strategy for executive management, interactive sales training, content management consulting, proprietary technology platform and hosting services, custom web-site design and interactive product development.

Emmis Interactive Inc. is an Emmis Communications Company. For more information about Emmis Interactive, visit emmisinteractive.com.

Velocity Radio Management is an independent full service Radio Management company that provides Management and Consulting services to Radio Groups and Equity Partners. Based in Pittsburgh, Pennsylvania, Velocity Radio Management's mission is to "Protect and Grow the Value of Radio Stations". More information about Velocity Radio Management is available at www.VelocityRM.com.

Certain statements included in this report or in the financial statements contained herein which are not statements of historical fact, including but not limited to those identified with the words "expect," "will" or "look" are intended to be, and are, by this Note, identified as "forward-looking statements," as defined in the Securities and Exchange Act of 1934, as amended. Such statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to be materially different from any future result, performance or achievement expressed or implied by such forward-looking statement. Emmis does not undertake any obligation to publicly update or revise any forwardlooking statements because of new information, future events or otherwise.