

MEDIA ANNOUNCEMENT:

Friday 21st November 2008

Prime Radio Qld today welcomes a new member to its media stable.

Announcing its ownership of TRSN (The Radio Sales Network) Brisbane, Prime Radio's Brisbane office will represent over 30 radio stations across the state. This makes TRSN Brisbane, Queensland's largest radio representation company.

Chief Executive of Prime Radio, Rob Gamble, said that the new acquisition enables Prime to effectively and fully service Brisbane agencies and clients with a refreshing level of accountability, transparency and innovative delivery.

"In shifting our station's representation (from RMW), the charter for TRSN Brisbane is to deal with Brisbane agencies and clients with open lines of communication, and be proactive and energetic in our service to them. We hope having our Brisbane office as the new central point of contact for media planners and buyers will be a step forward. It gives Prime Radio the autonomy to make radio buying and delivery, work at every level", he said.

"We are looking forward to 2009 with our first steps being to inject significant resource into the TRSN operation".

Mary Jones will be promoted to General Manager of TRSN Brisbane working closely with Paula Hay, Group National Sales Director for Prime Radio Qld.

Regional radio now reaches over 11 million people in regional Australia and nearly 40% of Australian's live in regional areas. Breakfast radio in regional Australia reaches over 8 million people weekly.

PRIME MEDIA GROUP includes PRIME TELEVISION, PRIME RADIO QUEENSLAND, iPRIME and now TRSN Brisbane.

For further information please contact Mary Jones on 3392 1277 or Paula Hay on 54751911.