



Monday, November 17, 2003

The Mighty 1090 is please to announce our new "media partnership" with Get 1 Free Magazine. We have worked closely with Get 1 Free Magazine and its staff; and have used the monthly publication to help get the message out that our new, unique sports station, the Mighty 1090, has started in San Diego.

With the huge circulation and the many distribution locations, Get 1 Free has been a great way for us to let San Diego know about us and what we have to offer.

We have had a great working relationship with Get 1 Free, and have had great success with our enter-to-win promotion we printed in the magazine. The response was impressive....and knowing that we were able to effectively market San Diego residents was essential in continuing our relationship with the magazine.

With the excitement of San Diego Padres in 2004 – with the opening of the new ballpark, we will be creating a 16-page, baseball specific section, which will appear in the April issue of Get 1 Free. We will feature the Padres team, radio broadcast opportunities, our sponsors, contests and more. We know that our new partnership with Get 1 Free Magazine will help us reach the many families and avid baseball fans who will also enjoy listening to our padres and other sports related broadcasts.

We will also be working closely with Get 1 Free in creating multi-faceted sponsorship programs which will include print marketing inside the magazine, coupled with radio commercials on the Mighty 1090 supporting the advertisers offers.

We very excited about our new partnership with Get 1 Free Magazine, and know that all advertisers participating in this multimedia (print/radio) opportunity will reap the same benefits we have here at the radio station.

We are looking forward to a successful 2004! Play Ball!

A handwritten signature in black ink that reads "John F. Lynch". The signature is written in a cursive, flowing style.

John Lynch  
President, CEO  
The Mighty 1090