

DTS, Dickey Broadcasting Company and Cumulus Media First to Broadcast Major League Baseball in Surround Sound

Braves Radio Network Creates Most Realistic Listening Experience to Engage Fans, Capturing Live Ballpark Action with DTS

Neural Surround Sound™

CALABASAS, Calif.--(BUSINESS WIRE)-- DTS, Inc. (Nasdaq: DTSI), a leader in high-definition audio, today announced that Dickey Broadcasting Company, Cumulus Media and Major League Baseball's largest affiliate network—Braves Radio Network—have joined forces to deliver all Atlanta Braves broadcasts for home and away games with DTS Neural Surround Sound™ technology. These partnerships will deliver a fullignmersive and engaging listening experience to sports fans nationwide.

"At Cumulus, we set the standard for the next-generation radio broadcasting enterprise and we are very proud to deliver what we consider the best sounding baseball in America," said Gary Kline, vice president of engineering and IT, Cumulus Media. "Working with DTS technology enables us to increase the quality and envelopment of the game for all of our listeners, so they feel like they're sitting in the grandstands."

Jon Kirchner, CEO of DTS, Inc., added, "Baseball on the radio is a special aural experience with a rich American history. The sounds of the game—a bat cracking against the baseball or a hushed murmur of the crowd as the ball is flying through the air toward the stands—are what pull sports fans to the edge of their seats and define the critical moments in a sports broadcast. We are committed to bringing the baseball fan even closer to the action with high-quality sound through innovative technology like DTS Neural Surround Sound."

Built by licensee DaySequerra, the DTS Neural Surround gear is integrated on-site at Turner Stadium with the Atlanta Braves' Radio Network mobile package. The DTS-based set-up enables the audio team to distribute immersive 5.1 surround sound over a stereo transmission path. Using the stereo format at the highest resolution possible, DTS Neural Surround Sound enables the Braves' broadcast production team to preserve the integrity of the surround mix for a superior listening experience. For the sports enthusiast, every play will be transformed with clearly defined vocals and effects, and crisp high and low frequencies that create a more immersive sound experience.

Joe D'Angelo, senior vice president of broadcast programs and advanced services at iBiquity Digital, stated, "We are very excited that Cumulus and DTS have added surround sound broadcasting for America's favorite pastime. The combination of the DTS system and HD Radio technology provide the listener with the best of both worlds, crystal clear digital audio with the enhancement of a surround sound experience. With our significant OEM partners, surround sound music, events and now sports are a natural fit for the home and auto."

The Braves Radio Network is the largest radio affiliate network in Major League Baseball, including more than 150 stations. With the Braves Radio Network joining the ranks of other DTS content partners such as American Public Media and JazzSet, there are now more than 900 radio stations in the U.S. broadcasting DTS Neural Surround Sound to elevate the audio quality and envelopment for listeners.

For more information on DTS, visit: www.dts.com. Connect with DTS on Facebook at www.Facebook.com/DTS.lnc, or on Twitter: www.Facebook.com/DTS.lnc, or on Twitter: www.dts.com, or on the world of th

ABOUT DTS, INC.

DTS, Inc. (Nasdaq: DTSI) is dedicated to making digital entertainment exciting, engaging and effortless by providing state-of-the-art audio technology to hundreds of millions of DTS-licensed consumer electronics products worldwide. From a renowned legacy as a pioneer in multi-channel audio, DTS became a mandatory audio format in the Blu-ray Disc™ standard and is now increasingly deployed in enabling digital delivery of movies and other forms of digital entertainment on a growing array of network-connected consumer devices. DTS technology is in home theaters, car audio systems, PCs, game consoles, DVD players, televisions, digital media players, set-top boxes, smart phones, surround music software and every device capable of playing Blu-ray™ discs. Founded in 1993, DTS' corporate headquarters are located ioalabasas, Calif. with its licensing operations headquartered in Limerick, Ireland. DTS also has offices in Northern Calif., Washington, China, France, Hong Kong, Japan, South Korea, Taiwan and the United Kingdom. For further information, please visit www.dts.com. DTS, the Symbol, and DTS and the Symbol together are registered trademark of DTS, Inc. Blu-ray and Blu-ray Disc are trademarks of the Blu-ray Disc Association. All other trademarks are the properties of their respective owners. (c) 2011 DTS, Inc. All rights reserved.

ABOUT CUMULUS MEDIA INC.

Cumulus Media Inc. is the second largest radio broadcast company in the United States based on station count, and is the fourth largest radio broadcast company in the United States based on net revenues, controlling approximately 365 radio stations in 68 U.S. media markets. The Company's headquarters are in Atlanta, Georgia, and its web site is www.cumulus.com. Cumulus shares are traded on NASDAQ under the symbol CMLS.

ABOUT 680 THE FAN

WCNN-AM 680 The Fan, Atlanta's Sports Station, is owned by Dickey Broadcasting Company and is the second largest AM signal in the state of Georgia reaching almost 400,000 listeners on a weekly basis and can now be heard on FM at 93.7. It is the exclusive ESPN affiliate and is the exclusive home of the Atlanta Braves, Atlanta Hawks, the NFL, MLB, NBA, BCS, the NCAA National Championship Game, NCAA Final Four, SEC Basketball and Football Championships, The Masters, Local Radio home of the 93rd PGA Championship and the Official Sports Talk Radio Station of the Georgia Bulldogs. Online at www.680thefan.com.

ABOUT HD RADIO TECHNOLOGY AND IBIQUITY DIGITAL CORP.

iBiquity Digital Corporation is the developer of HD Radio Technology, which is fueling the digital radio revolution in the United States and around the world. The digital technology enables broadcasters to offer new HD2/HD3 FM channels through multicasting, crystal-clear sound and data service on both the AM and FM bands — all free, with no subscription fee. Leading broadcasters, consumer electronics manufacturers, automakers and retailers are committed to HD Radio Technology. iBiquity Digital is a privately held company with operations in Columbia, MD, Auburn Hills, MI, and Basking Ridge, NJ. For more information, please visit www.hdradio.com and www.hdradio.com and www.ibiquity.com.

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