



Yahoo! Sports and Gow Broadcasting Hit the Radio Airwaves with Yahoo! Sports Radio

No. 1 online sports destination announces new relationship with leading sports radio network

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Yahoo!, the premier digital media company, and Gow Broadcasting, LLC (formerly Mission Media Group, LLC), today announced the launch of Yahoo! Sports Radio. The new, national sports radio network can be heard on over 180 affiliate radio stations across the country, Sirius Satellite Radio, and a number of digital and mobile partners. This partnership enables Yahoo! Sports — the No. 1 destination for online sports with more than 50 million monthly unique users — to reach its avid fans in the largest local sports markets across the country.

"Yahoo! Sports Radio builds on our leadership as the No. 1 sports site online and creates a national and local outlet for our brand and talent," said Ken Fuchs, VP Yahoo! Media Network. "As Yahoo! Sports covers the biggest events, stories and athletes on and off the field, our partnership with Gow Broadcasting will provide more access to our users and solutions to our advertising partners that want to connect with them wherever they consume sports."

"We are delighted to enter this relationship with Yahoo! Sports," said David Gow, CEO of Gow Broadcasting, LLC. "We have long enjoyed Yahoo! Sports' content. We believe strongly that the resources at Yahoo! Sports combined with our on-air talent create the strongest sports roster in the industry. For our affiliates and our listeners, we can deliver top-shelf reporting, analysis and commentary."

In this relationship, Yahoo Sports! and Gow Broadcasting will share content, develop new content together and engage audiences and advertisers across multiple platforms. The result is that Yahoo! Sports and Yahoo! Sports Radio are designed to be the first stop for news, information and sports commentary. Key features of the new Yahoo Sports Radio include:

- Yahoo! Sports Radio's popular shows, such as the Steve Czaban show and the Tim Brando show, will feature experts from Yahoo! Sports. Dan Wetzel, Mike Silver, Adrian Wojnarowski, Charles Robinson and others will be regular participants on Yahoo! Sports Radio.
- Yahoo! Sports investigative stories and breaking news will be delivered simultaneously on both platforms.
- Yahoo! Sports Radio's audio content will be featured on Yahoo Sports!, including Peter Gammon's daily feature, and top interviews from Yahoo! Sports Radio's shows.
- Yahoo! Sports Radio will also add shows such as *Fantasy Freaks* with experts Brandon Funston, Brad Evans and Andy Behrens and *Rivals Radio* with host Chris Childers, where fans can listen to college football and basketball programming with Rivals.com experts.

Yahoo! Sports Radio continues Yahoo!'s commitment to provide sports fans with personally relevant sporting content across all media where fans gather — including online, mobile, tablets, connected television, AT&T U-verse and multiple publications such as Yahoo! Sports Fantasy Football and Rivals College preview magazines.

For more information on Yahoo! Sports Radio and a full list of local affiliates including New York (WFAN), Chicago (WSCR), San Francisco (KBWF) and Dallas (KTCK) visit: <http://www.yahoosportsradio.com>.

About GOW Broadcasting, LLC

Based in Houston, Gow Broadcasting, LLC distributes audio content under the Yahoo! Sports Radio brand name (www.yahoosportsradio.com) reaching more than an estimated five million people each week on a network of over 180 terrestrial stations, Sirius Satellite Radio, and a number of digital and mobile partners. Gow Broadcasting, LLC is backed by a private investment group with significant experience in media ownership. The investor group includes Steve Webster, co-manager and co-CEO of Avista Capital, Patrick Dugan, vice president and general counsel of Nortex Corporation and David Gow, chairman and CEO of Gow Broadcasting, LLC.

About Yahoo!

Yahoo! (NASDAQ:YHOO) is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom (pressroom.yahoo.com) or the company's

blog, Yodel Anecdotal (yodel.yahoo.com).

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