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THE ATLANTA HAWKS, ATLANTA THRASHERS, CUMULUS MEDIA AND DICKEY BROADCASTING COMPANY ANNOUNCE NEW PARTNERSHIP

99X FM Becomes the Official Flagship Radio Station of the Atlanta Hawks and the Atlanta Thrashers Remain on 680 The Fan for 6th Season

ATLANTA, GA (July 19, 2010) – The Atlanta Hawks, the Atlanta Thrashers, Cumulus Media and Dickey Broadcasting Company announced today a multi-year partnership that continues WCNN AM 680 The Fan’s designation as the official flagship radio station of the Atlanta Thrashers for the 6th season and names 99X at 97.9FM as the official flagship radio station of the Atlanta Hawks. This move, beginning in the 2010-2011 NBA season, brings the Hawks to the FM side of the dial for the first time in the team’s 42-year history in Atlanta.

“We’ve enjoyed a long-standing partnership with 680 The Fan as our flagship radio station for the Thrashers,” said Tracy White, Chief Sales Officer and Senior Vice President, Sales and Marketing for the Atlanta Hawks and Atlanta Thrashers. “As a result of the success of that partnership, we are thrilled to have created a platform through which we can increase Hawks exposure to fans within the greater metropolitan Atlanta area and extend our reach to fans outside of the city.”

Utilizing the family of assets associated with Cumulus Media, Dickey Broadcasting Company and Dickey Publishing Company, the new Hawks radio partnership includes a multi-faceted marketing approach. All Hawks regular and postseason games will be broadcast on 99X (97.9FM) with long-time “Voice of the Hawks” Steve Holman calling the games. Hawks ancillary programming, including pre and postgame shows, and a weekly coach’s program, will be found on sister station 680 The Fan. And in maximizing both parties’ new brand integration opportunities, 99X, 680 The Fan, and *Jezebel* and *Tuxedo Road* magazines will all make the Atlanta Hawks a promotional priority featuring players, coaches and additional content. The newly formed partnership also provides the Hawks with the opportunity to grow the Hawks radio network outside of the Atlanta metropolitan area.

Cumulus Media Chairman, President and Chief Executive Officer Lew Dickey, “This partnership represents an exciting new chapter in our platform strategy to bring Atlanta’s best content assets to our listeners and advertisers. We are extremely pleased to announce this multi-year agreement with the Hawks and Thrashers which will provide an unprecedented level of coverage designed to bring the fans closer to the teams than ever before.”

All Atlanta Thrashers regular season and postseason games will again be broadcast on WCNN AM 680 The Fan, the five-year flagship of a radio network of 18 stations in Georgia, South Carolina and Alabama, with Dan Kamal, the team’s inaugural radio announcer, providing the play-by-play for the eleventh season. The renewed deal maintains the Thrashers’ promotional partnership with *Jezebel* and *Tuxedo Road* magazines, and also features pre and postgame shows, as well as a new weekly Atlanta Thrashers coach’s program on 680 The Fan.

“Dickey Broadcasting Company is very excited about extending and growing our partnership with the Hawks, Thrashers and Philips Arena,” said David Dickey, President of Dickey Broadcasting Company. “Serving as the official broadcast partner of both the Hawks and Thrashers will enable 680 The Fan to continue to strengthen its position as the region’s dominant sports station, and will allow us to deliver more team-oriented content, to Hawks and Thrashers fans, than ever before.”

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About the Atlanta Hawks and Atlanta Thrashers

The Atlanta Hawks, a member of the National Basketball Association since 1949, and the Atlanta Thrashers, a member of the National Hockey League since 1999, are owned by Atlanta Spirit LLC, which also owns the operating rights to Philips Arena. Atlanta Hawks and Atlanta Thrashers 2010-11 season tickets are available now starting at less than \$23 per game. For more information please call 1-866-715-1500 or visit www.hawksseasontickets.com or www.thrashersseasontickets.com.

About Cumulus Media and Dickey Broadcasting Company

Dickey Broadcasting Company owns and operates three full-time sports-talk stations in the Atlanta, Georgia market, including Atlanta's Sports Station 680 The Fan, ESPN Radio 1230 The Fan 2 and 1340 The Fan 3 Fox Sports Radio.

680 The Fan, Atlanta's Sports Station, is owned by Dickey Broadcasting Company and is the second largest AM signal in Georgia reaching approximately 350,000 listeners on a weekly basis. 680 The Fan is the exclusive radio partner and home of the Atlanta Thrashers, Atlanta Hawks, Atlanta Braves, NBA, MLB, BCS, Chick-fil-A Kickoff, NCAA Final Four, SEC Basketball and Football Championships, The Masters, the Local Media Partner of The 93rd PGA Championship, and ESPN Radio.

680 The Fan's weekday program lineup consists of the Rude Awakening with Christopher Rude, Perry Laurentino, Leo Mazzone (6am to 10am), The Herd with Colin Cowherd (10am to 12pm), Chuck and Chernoff (12pm to 3pm) followed by Buck and Kincade (3pm to 7pm).

Cumulus Media is America's second largest owner of radio stations with 350 stations in 68 U.S. cities across 30 states. Its platform reaches more than 24 million people each week. In addition to numerous collegiate teams, it also serves as the play-by-play flagship for the Atlanta Braves, Atlanta Hawks, San Francisco Giants, San Francisco 49'ers, Golden State Warriors, Dallas Stars, and the Kansas City Chiefs.

Cumulus Media Atlanta is home to 99X Now at 97.9 and your new home of the Hawks, Atlanta's Rock Station Rock 100.5 the Home of the Regular Guys, and All The Hits Q100 the Home of the Bert Show.

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