



## **FOR IMMEDIATE RELEASE**

Date: Wednesday, February 13, 2008  
Contact: Wendy Osher or Anson Echevary  
Phone: 877-5566  
**RE: 99.9 KISS-FM Launches *Dan & Charly Show***

Mornings on Maui will be brighter with the *Dan & Charly Show* weekdays on KJKS, 99.9 KISS-FM. The new morning program is a welcome addition to an already familiar sound that delivers “MAUI’S BEST MIX OF THE 80s, 90s AND TODAY”.

Bringing a combined 45 years of radio broadcast experience to the airwaves, Dan Rivers and Charly Espina Takahama are setting new standards for morning radio on Maui.

“99.9 KISS-FM is entertaining and informative, and plays popular music that serves as your companion, whether you are at the office, in your car, or around the house” said Pamela Tsutsui, General Manager of Pacific Radio Group. “The best part about the *Dan & Charly Show* is the fact that they work and live right here in our community, and will be able to engage their listeners with local community events, contests, and interviews”, said Tsutsui.

Dan’s entertaining and energetic personality combined with Charly’s insightful and approachable presence is a solid fit for the morning airwaves.

Dan's radio repertoire includes 16 years of work in such radio markets as San Diego, Los Angeles, Riverside, San Bernardino and Virginia Beach. Loyal listeners of 99.9 KISS-FM have gotten to know him over the last two years from the station's popular mid-day program. Now a morning man, Dan says, "Right off the bat it's very comfortable."

"I just don't think this type of live morning show duo format on Maui, has been offered to the community in a long time," he said.

With nearly 30 years of local broadcasting experience under her belt, Charly established herself as a familiar radio and commercial voice on Oahu before moving to Maui in 2003. "I had forgotten how much fun it was," said Charly, who spent the last four years in radio sales. "The music is a nice mix of what we grew up with including the occasional island sounds of John Cruz, Na Leo and others," she said.

"We play music that you immediately know and can sing along to," said Dan. The play-list includes familiar artists such as Phil Collins, the Eagles, Heart, Boys II Men, Madonna, Nickelback, Gwen Stefani, as well as new artists like Kelly Clarkson.

The *Dan & Charly Show* features fun and interactive radio including a battle of the sexes challenge, current events for the sunrise crew, and personality profiles for the everyday inquirer.

99.9 KISS FM can also be heard on the station's transmitter frequency at 99.3 FM. The station is one of six owned and operated by Pacific Radio Group on Maui, in addition to eight stations on the Big Island. Pacific Radio Group's Maui stations include KPOA 93.5 FM, Da Jam KJMD 98.3 FM, X92.5 FM, Maui's ESPN station KMVI 550 AM, and Fox News 900 AM.

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