

FOR IMMEDIATE RELEASE

Date: Thursday, July 19, 2007

Contact: Wendy Osher or Fred Guzman, KNUI & KMVI Program Director
Phone: 877-5566
RE: PRG IS HOME FOR UH SPORTS & MIL

Pacific Radio Group is launching a double header for sports fans. The company's Fox News 900-AM, KNUI on Maui is now the official and exclusive home of University of Hawaii sporting events; and ESPN 550-AM, KMVI remains the exclusive carrier of Maui Interscholastic League season games and tournaments.

In addition to providing cutting edge news commentary and island news updates, Fox News 900-AM now features live action on and off the courts from the University of Hawaii. Broadcasts include select UH volleyball, basketball and baseball games, and ALL Warrior football games.

The 12-game football schedule includes the September 1, 2007 season opener against Northern Colorado with "Ultimate Road Trip" contests featuring tickets and airfare giveaways to UH football games in Nevada and Oahu.

There's also a "Call The Coach Show" that airs Tuesdays from 6 to 7 p.m. on Fox News 900-AM. The first show is set to air on August 28th, and will be hosted by UH Football Coach June Jones. Maui residents can Call The Coach toll free at 1-866-400-1420.

Sister station ESPN 550-AM remains Hawaii's only all-sports, all-the-time radio station featuring live Maui Interscholastic League action. Play-by-play announcers Barry Helle, Bill Schindler and Program Director Fred Guzman are on tap to broadcast approximately 24 MIL football games, 10 MIL basketball games and 12 MIL baseball games.

ESPN 550-AM also features its long-time Sportsphone local phone-in talk show, Hawaii Winter Baseball, NBA, MLB, NFL and at least 16 Oakland Raiders Football games.

This all-star line up is brought to you exclusively by Pacific Radio Group and its family of stations. Pacific Radio Group operates six stations on Maui and eight on the Big Island of Hawaii. Maui stations are: KLHI X92.5 FM, KPOA 93.5 FM, Da JAM KJMD 98.3 FM, KISS-FM KJKS 99.9, Maui's ESPN station KMVI 550 AM, and Fox News 900 AM.

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