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Entercom San Francisco Launches the New Q102-The Beat of the Bay; 98.5 KFOX Continues to Dominate the South Bay

San Francisco, CA – At 2pm Pacific time today, Entercom launched a new Rhythmic Hot AC radio station in the San Francisco market. The New Q102–The Beat of the Bay will be heard on 102.1 in San Francisco, while legendary Classic Rock station KFOX will deepen its connection to the South Bay, playing exclusively on the 98.5 frequency.

The New Q102 introduces an exciting new format targeting adults who have outgrown the CHR format and mindset but still want a fun, active and upbeat presentation.

“This is an exciting time for Entercom San Francisco, our listeners and our advertisers,” said Steve DiNardo, Vice-President/Market Manager at Entercom San Francisco. “The New Q102 provides a unique way to reach the Bay Area’s active and engaged 25- to 44-year-old with a new kind of station for the Bay Area.”

Entercom San Francisco’s Operations Manager, Stacy Cunningham, has announced that Trevor Simpson will program The New Q102. “With a deep history in the Bay Area music scene, Trevor brings market and music expertise that will enable us to effectively launch and grow The New Q102,” Cunningham said.

“We are very excited to bring an adult rhythmic-based station to the San Francisco market. The Bay Area has grown up on the best hip-hop, R&B and dance music over the last 20 years, yet those hit songs have had no current home on the radio dial. I’m proud to work with Entercom to deliver an energetic, upbeat station” said newly installed Program Director Simpson.

At the same time, DiNardo announced a move to refocus 98.5 KFOX for the South Bay. “For 23 years, KFOX has defined rock radio in the South Bay. While the Bay Area has been home to many great rock stations over the years, no station has been more successful at creating an enduring listener bond in the South Bay than KFOX,” DiNardo said.

KFOX Program Director Chris Hoffman added, “98.5 KFOX will deepen its connection to the South Bay with targeted community involvement, engaged local talent and timeless, classic rock.”

Find out more about Q102 at www.facebook.com/Q102SF and KFOX at www.kfox.com

About Entercom

Entercom Communications Corp. (NYSE: ETM), led by **President and CEO David Field**, is one of the largest radio broadcasting companies in the United States, with a nationwide portfolio of over 100 stations in 23 markets, including San Francisco, Boston, Seattle, Denver, Portland, Sacramento and Kansas City.

Known for developing unique and highly successful locally programmed stations, Entercom is home to some of radio's most distinguished brands and compelling personalities. The company also is the radio broadcast partner of the Boston Red Sox, Buffalo Bills, Buffalo Sabres, Kansas City Royals, Memphis Grizzlies, New Orleans Saints, New Orleans Pelicans, Oakland Athletics, Oakland Raiders and San Jose Sharks.

Entercom focuses on creating effective multi-platform marketing solutions for its customers, incorporating the company's audio, digital and experiential assets. Additionally, the company has a long-standing commitment to responsible corporate citizenship and environmental stewardship. Entercom stations play a vital, hands-on role in improving their communities, providing over \$100 million in annual support for local charitable organizations.

The company's radio stations have received numerous awards, including multiple Edward R. Murrow Awards for excellence in broadcast journalism, as well as the National Association of Broadcasters (NAB) Marconi Award for excellence in radio broadcasting. In 2012, Entercom was named by Information Week as one of the Top 500 Technology Innovators in the United States.

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