

August 9, 2006



660 K-SKY and UT Longhorns Corral New Two-Year Contract; UT Fans Hear National Champs Defend Title on Weekly Broadcast

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IRVING, Texas

NASDAQ:

SALM

IRVING, Texas--([BUSINESS WIRE](#))--Aug. 9, 2006--News Talk 660 KSKY-AM and the Texas Longhorns have signed a new two-year contract to broadcast University of Texas games to UT fans in the Dallas/Fort Worth Metroplex, according to a joint announcement today.

The first Longhorns Sports Network broadcast on News Talk 660 KSKY under the renewed agreement will originate from Austin on Saturday, September 2, 2006. The Texas Longhorns take on the University of North Texas Mean Green as the Longhorns begin their defense of the 2005 BCS National Collegiate Football Championship.

News Talk 660 KSKY-AM Vice-President and General Manager Pete Thomson said, "Texas loves the Longhorns and we're pleased to continue our partnership with The University of Texas on 660 K-SKY. This is one of the top collegiate athletic programs in the country and we're proud to be the Longhorns' station for Dallas-Ft. Worth. We've enjoyed a national championship on the football side and the Longhorns basketball team going deep into the NCAA Tournament. We're looking forward to another incredible year."

Scott Willingham, vice president and general manager of HOST Communications/Longhorn Sports Network: "KSKY has been a valuable partner to us in the Dallas market where we have a huge fan base, and we are pleased to continue our relationship with them as a radio affiliate for UT Athletics."

In addition to football and basketball games, UT fans will hear weekly "Longhorn Sportsline" programs with football coach Mack Brown and basketball coach Rick Barnes during their seasons.

Longhorns fans can go to www.ksky.com and click on the burnt orange Bevo's head for details on broadcast times for all University of Texas Longhorn broadcasts as well as listen to News Talk 660 KSKY-AM for up-to-date information and opportunities for Texas fans.

News Talk 660 KSKY-AM is owned and operated by Salem Communications Corporation (Nasdaq:SALM), a leading U.S. radio broadcaster, Internet content provider and magazine publisher targeting audiences interested in Christian and family-themed content and conservative values. In addition to its radio properties, Salem Communications owns Salem Radio Network(R), which syndicates talk, news and music programming to approximately

2,000 affiliates; Salem Radio Representatives(TM), a national radio advertising sales force; Salem Web Network(TM), an Internet provider of Christian content and online streaming; and Salem Publishing(TM), a publisher of Christian-themed magazines. Upon the close of all announced transactions, the company will own 102 radio stations, including 66 stations in 23 of the top 25 markets. Additional information about Salem may be accessed at the company's website, www.salem.cc.

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