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Salem Media of Seattle Announces Programming Changes

SEATTLE, WA -- (MARKET WIRE) -- 11/03/08 -- Salem Media of Seattle has announced several programming changes at three of its five radio stations. Salem Seattle's station roster includes KGNW (820AM), KLFE (1590AM), KKOL (1300AM), KNTS (1680AM), and KKMO (1360AM).

Business News Format: [KKOL \(1300AM\)](#) offers an exclusive new option to radio in the Seattle market with the launch of the only 24-hour business news format. Considering the economy and financial times, this is a perfect fit to turn to and stay up to date with what's going on locally and nationally in the business arena.

Hispanic Christian Talk: KNTS (1680AM) is now offering Seattle's only 24-hour Hispanic Christian Talk. Radio Luz has been partnering with local churches for just over five months now and has put together an inspirational lineup for our local Hispanic community.

El Rey Regional Mexican: [KKMO \(1360AM\)](#) brings an exciting new voice to its mid-day lineup via Marimar. The El Rey lineup is now packed with two of the leading Hispanic radio hosts in the nation, enriching the sound of Seattle's first 24-hour regional Mexican music station. El Rey combines the best in Regional Mexican hits with specialty shows like "Las Viejas del Rey" (The greatest hits from 70s & 80s) and "Parrandas" (The best party music).

Tim Harper, General Manager, commented, "We are very excited about the changes happening in Seattle. We have listened to the community and responded with three new formats. The addition of these stations gives us an edge in Seattle and gives this diverse community what they wanted."

Salem Communications (NASDAQ: SALM) is a leading U.S. radio broadcaster, Internet content provider, and magazine and book publisher targeting audiences interested in Christian and family-themed content and conservative values. In addition to its radio properties, Salem owns Salem Radio Network®, 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 94 radio stations, including 59 stations in 23 of the top 25 markets. Additional information about Salem may be accessed at the company's website, www.salem.cc.

Contact:
Salem Media of Seattle
Tim Harper
206.443.8200
timh@salemradioseattle.com

