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Salem Communications' CrossCards.com Releases Free iPhone Application

First Christian e-Card Application Goes Live

RICHMOND, VA -- (MARKET WIRE) -- 09/27/10 -- Salem Web Network, the online division of Salem Communications Corporation (NASDAQ: SALM), the leading radio broadcaster, Internet content provider and publisher targeting audiences interested in Christian family-themed content, announced that it has released the first Christian e-card iPhone app based on the largest Christian e-card website, CrossCards.com.

The CrossCards.com Christian e-cards is a free app which allows users to search and send animated e-cards for all occasions straight from their iPhone, iPad or iPod Touch. The greeting card app joins Salem's extension of online website platforms formatted for easy-to-use iPhone applications including OnePlace.com's streaming Christian radio broadcasts app, more than 70 live Christian teaching and talk radio apps, and a soon to be released [Bible](#) reading and study app.

"Salem Web Network understands that our visitors want an interactive mobile app that extends their CrossCards.com experience," said Rick Killingsworth, Executive Vice President of Salem Web Network. "We are excited about the launch of this app and in providing another touch point for users to engage with a free resource they love and can easily share."

Features in the Christian e-cards app include:

- Search e-cards by category and topic
- Instantly view and watch animated e-cards
- Personalize e-cards with your own message
- Send unlimited e-cards
- Mark and save favorite e-cards
- Download free Christian wallpaper for iPhone backgrounds

According to Nielsen's September 2010 Emerging Mobile Apps report, one in four U.S. adults are using smart phones and as of June 2010, 59% have downloaded a mobile app in the last 30 days. While searching the application store is the preferred way for finding new apps, the second most preferred form of discovery is through family and friend recommendations. As the largest Christian audience of over 6 million unique users, Salem acknowledges that one of the largest factors in the success of the application is in the viral nature of sending and receiving encouraging e-cards.

"Our visitors are finding the greeting cards iPhone app to be a great platform to experience CrossCards.com," said Tom Perrault, Senior Vice President of Salem Web Network., "This

new application allows visitors greater access to send words of encouragement any time of the day whether they are online or mobile."

About Salem Communications and Salem Web Network:

Salem Communications Corporation is the largest commercial U.S. radio broadcasting company that provides programming targeted at audiences interested in Christian and family-themed radio content, as measured by the number of stations and audience coverage. Upon completion of all announced transactions, the company will own a national portfolio of 95 radio stations in 37 markets, including 59 stations in 22 of the top 25 markets. Salem also programs the [Family Talk](#) Christian-themed talk format on XM Radio, channel 170.

Salem owns [Salem Radio Network](#), a national radio network that syndicates talk, news and music programming to approximately 2,000 affiliated radio stations and Salem Media Representatives, a national media advertising sales firm with offices across the country.

In addition to its radio broadcast business, Salem owns a non-broadcast media division. Salem Web Network is a provider of online Christian and conservative-themed content and streaming and includes websites such as Christian faith focused Christianity.com, Questions and Answers about [Jesus Christ](#) at Jesus.org, Christian living focused Crosswalk.com®, online [Bible](#) at BibleStudyTools.com, and [Christian radio](#) ministries online at OnePlace.com. Additionally Salem owns [conservative](#) news leader Townhall.com® and [conservative political blog](#), HotAir.com providing conservative commentary, news and blogging. Salem Publishing circulates Christian and conservative magazines such as [Homecoming](#)® The Magazine, [YouthWorker Journal](#), [The Singing News](#), FaithTalk Magazine, [Preaching](#) and [Townhall Magazine](#). Xulon Press is a provider of [self publishing](#) services targeting the Christian audience.

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