

July 18, 2005



Christmas Rescheduled to July in Honolulu; River of Life Mission Honolulu and Salem Media of Hawaii Join Forces to Help Homeless

Monday, July 18, 2005 3:52 pm PDT

HONOLULU, Hawaii

NASDAQ:

SALM

HONOLULU, Hawaii--([BUSINESS WIRE](#))--July 18, 2005--The River of Life Mission Honolulu and Salem Media of Hawaii are partnering to celebrate the spirit of Christmas giving on July 25 when radio stations Oldies 107.9 FM KGMZ, 97.5 FM KHNR Honolulu's Talk and News, 99.5 FM KHUI The Breeze, 1170 AM KHCM Hawaii's Country Radio, and 760 AM KGU Hawaii's Christian Talk, take to the airwaves as local residents open their hearts to the homeless.

All day Monday, July 25, River of Life volunteers and station personnel will be out on the streets of Honolulu and on the air raising funds for River of Life to further its mission of caring for the homeless in Honolulu. Christmas music will be played all day on the participating stations. Part of the funds will be used to start a Women's Residential Program for recovering women just leaving prison. This is a continuation of Salem's Help the Homeless concert that was held at the Waikiki Shell on July 2nd.

Vice President and General Manager of Salem of Hawaii T.J. Malievsky said, "We are very excited to help the homeless in Honolulu by partnering with River of Life Mission. Christmas in July is an opportunity for our generous community of listeners to take the spirit of Christmas giving and reach out to make a difference on the 25th of July. In addition to making cash contributions, participants also will be able to bid on items in a silent auction, held on site at various points of remote broadcast. Complete details are available by listening to the stations starting Monday, July 18th."

The River of Life Mission has been a local outreach of ministry, teaching and community service since 1985, being a friend to the homeless, drug addicted, mentally ill, elderly and to people who struggle with life issues, accomplishing change through the example of Jesus Christ by way of the mission's rehabilitation and reintegration programs.

The radio stations of Salem Media of Hawaii are owned and operated by Salem Communications Corporation (NASDAQ:SALM), headquartered in Camarillo, Calif., the leading U.S. radio broadcaster focused on Christian- and family-themed programming. Upon the close of all announced transactions, the company will own 105 radio stations, including

67 stations in 24 of the top 25 markets. In addition to its radio properties, Salem owns Salem Radio Network, which syndicates talk, news and music programming to approximately 1,900 affiliated radio stations; Salem Radio Representatives, a national sales force; Salem Web Network, the leading Internet provider of Christian content and online streaming; and Salem Publishing, a leading publisher of Christian-themed magazines. Information about the company may be accessed online at the company's web site, www.salem.cc.

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