

August 27, 2004



Salem Communications to Acquire KGMZ-FM in Hawaii

Friday, August 27, 2004 1:56 pm PDT

CAMARILLO, Calif.

market not identified:

SALM

CAMARILLO, Calif.--([BUSINESS WIRE](#))--Aug. 27, 2004--Salem Communications Corporation (Nasdaq:SALM), the leading radio broadcaster focused on religious and family themes programming, today announced that it will be acquiring KGMZ-FM (107.9 FM) from Cox Radio, Inc., in exchange for Honolulu, HI stations KHNR-AM (650 AM) and KHCM-AM (940 AM), which are owned by Salem Communications. In order to execute this transaction, Cox Radio has exercised an option to acquire KGMZ-FM from Honolulu Broadcasting, Inc. KGMZ-FM is programmed in an oldies format and will remain in this format.

Edward G. Atsinger III, President and CEO, commented, "KGMZ-FM, with its oldies format, will be a wonderful addition to our other Honolulu radio stations, complementing very nicely our existing three FM signals. This swap will give Salem an eight-station cluster in Honolulu, which provides important marketing, sales and cost benefits."

Salem Communications Corporation, headquartered in Camarillo, California, is the leading U.S. radio broadcaster focused on religious and family themes programming. Upon the close of all announced acquisitions, the company will own 98 radio stations, including 61 stations in 23 of the top 25 markets. In addition to its radio properties, Salem owns Salem Radio Network, which syndicates talk, news and music programming to over 1,600 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.

Forward-Looking Statements

Statements used in this press release that relate to future plans, events, financial results, prospects or performance are forward-looking statements as defined under the Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those anticipated as a result of certain risks and uncertainties, including but not limited to the ability of Salem to close and integrate announced transactions, market acceptance of recently launched music formats, competition in the radio broadcast, Internet and publishing industries and from new technologies, adverse economic conditions, and other risks and uncertainties detailed from time to time in Salem's reports on Forms 10-K, 10-Q, 8-K and other filings filed with the Securities and Exchange Commission. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. Salem undertakes no obligation to update or revise any forward-looking

statements to reflect new information, changed circumstances or unanticipated events.

Salem Communications Corporation

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