

October 17, 2006



Salem Media of Hawaii Names Rudi Camello General Sales Manager

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HONOLULU

NASDAQ:

SALM

HONOLULU--([BUSINESS WIRE](#))--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, today announced that its Hawaii operations named Rudi Camello general sales manager of the radio cluster. With this appointment, Camello assumes direct sales oversight of KHUI, KHCM and KGMZ reporting directly to Steve Miller, general manager of Salem Media of Hawaii.

A Hawaii native, Camello previously served as senior marketing consultant with Salem Media of Hawaii. Previously, Camello was local sales manager for Entravision Communications in Monterey, Calif. Throughout his 16 year career in various California markets, Camello gained a reputation for being an effective leader and was instrumental in the success of numerous community-based events.

Commenting on his new position, Camello said, "I'm excited to be back home and grateful that I can bring my experience back with me to the Hawaii market. I'm very blessed to inherit such a talented and dedicated staff. I look forward to a long tenure as general sales manager, but even more important, to the opportunity of serving and assisting the local business community."

95.5 The FISH, KHNR Hawaii's FM Talk, KGU Hawaii's Christian Talk, Oldies 107.9, and KHCM Hawaii's Country Music, 99.5 KHUI are owned and operated by Salem Communications Corporation (Nasdaq:SALM), a leading U.S. radio broadcaster, Internet content provider and magazine publisher focused on Christian and family themes and conservative values. In addition to its radio properties, Salem 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), a leading Internet provider of Christian content and online streaming; and Salem Publishing(TM), a leading publisher of Christian-themed magazines. Upon the close of all announced transactions, the company will own 99 radio stations, including 65 stations in 23 of the top 25 markets. Additional information about Salem may be accessed at the company's website, www.salem.cc.

Salem Media of Hawaii
Lariel Sato, 808-533-0065
Lariel@hawaii-radio.net

or

Salem Communications Corporation

Denise Davis, 805-987-0400 x1081

Denised@salem.cc