

October 31, 2006



BUSINESS BRUNCH Promotes Local Business

New Show Heard Daily 10am-Noon on News Talk 660AM WORL

Tuesday, October 31, 2006 1:16 pm PST
ORLANDO, Fla.
NASDAQ:
SALM

ORLANDO, Fla.--([BUSINESS WIRE](#))--The **Central Florida Business Brunch**, a local call-in business program, airs weekdays from 10 a.m.-Noon on News Talk 660AM WORL. The show is hosted by Scott Kidd of NoJokeBiz and his segment co-hosts, Nyda Bittmann-Neville with *The Magnolia* on Fridays from 11-Noon and Greg Brewer with *Excellence in Sales* on Tuesdays from 11-Noon.

The *Business Brunch* features guests from the Central Florida business, governmental, political, academic, non-profit and journalistic worlds. Well-known Central Florida figures such as Bill Peeper of the Orlando/Orange County Convention and Visitors Bureau; U.S. Congressman Tom Feeney; Orange County Commissioner Linda Stewart; Altamonte Springs Mayor and National Center for Simulation Director Russ Hauck; Florida Manufacturers Association President Al Stimac; Ms. Ann Sonntag of the Orlando Business Journal; and Orlando Sentinel political columnist Scott Maxwell, are among the movers and shakers who are featured. Guests are asked to describe the positive impact of their role on business and the community as a whole.

The *Business Brunch* encourages businesses and organizations in the broadcast area to call in during the program and advertise their businesses free of charge. These live interviews and free call-in features are credited with the show's amazing growth in popularity, as evidenced by the move from a weekly one-hour format to a daily two-hour format in less than 90 days.

With the incredible growth of new business start-ups and capital investment potential from newcomers to Central Florida, *Business Brunch* rapidly is becoming the must-hear show for area professionals. Listen to the show on News Talk 660AM WORL, call 407.774.TALK (8255) or listen online at www.worl660.com, www.nojokebiz.com or www.NydaBittmann-Neville.com.

News Talk 660AM WORL is 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 98 radio stations, including 64 stations in 23 of the top 25 markets. Additional information about Salem may be accessed at the company's website, www.salem.cc.

News Talk 660AM WORL

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