

October 11, 2011



Salem Communications Announces E-Commerce Services and Investment Agreement With DeeperCalling Media

CAMARILLO, CA -- (MARKET WIRE) -- 10/11/11 -- Salem Consumer Products, a division of Salem Communications Corporation (NASDAQ: SALM), a leading U.S. Radio broadcaster, Internet content provider, magazine and book publisher targeting audiences interested in Christian and conservative opinion content, announced that it had entered into an e-commerce services and investment agreement with DeeperCalling Media, a provider of Christian and general market online retail websites and private label webstores.

As part of the agreement, DeeperCalling Media will develop customized e-commerce websites for Salem including a [Christian book store](#) and a [church supplies](#) store. In addition, Salem has made a strategic investment in DeeperCalling Media to help finance its continued expansion.

David Evans, Salem's President of Interactive and Publishing, said: "As we examined the Christian e-commerce marketplace, DeeperCalling stands out as a quality provider of Christian retail websites built from the ground up with highly flexible e-commerce functionality and a vast selection of Christian merchandise. We think this relationship will help us grow our Christian e-commerce business."

Bill Goodyear, DeeperCalling's Founder and CEO, said: "Salem has a reputation in the Christian media business as having unparalleled Christian radio stations and Christian websites. We're pleased to have them join us as a strategic partner. We think the inherent synergies are exciting and look forward to working with them as we further develop our Christian retail e-commerce platform."

DeeperCalling Media is an online retail services company that operates a variety of [Christian bookstores](#) and [general market online retail websites](#) and provides a market leading solution of private label webstores for both Christian and general market retailers.

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 and/or operate 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 SiriusXM Radio, channel 131.

Salem also 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 an Internet and a publishing 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, Christian videos at GodTube.com, a leading website providing church media at WorshipHouseMedia.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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Source: Salem Communications Corporation