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## **Greater Media Chooses Emmis Interactive as Partner for Growth**

*21 stations in 5 markets partner with the industry-leading CMS and sales consulting service*

Chicago...Emmis Interactive, Inc., the software and consulting company that empowers the reinvention of local media, today announced it has partnered with Greater Media, one of the premiere family-owned radio broadcasters in America, to provide its media centric interactive platform and proven sales consulting services.

Emmis Interactive will work with 21 Greater Media radio stations in five markets – Boston, Philadelphia, Detroit, Charlotte and New Jersey - to provide BaseStation®, Emmis Interactive’s proprietary content management system with integrated listener intelligence, as well as sales and management consulting services.

“We are excited to partner with Emmis Interactive on this important initiative,” said Greater Media Chairman and CEO Peter Smyth. “This type of cooperation is a win-win for everyone and underscores Greater Media’s and the radio industry’s commitment to providing state-of-the-art interactive platforms to our listeners and advertisers.”

“We feel privileged to be working as a partner with Greater Media and their legendary radio brands,” Deborah Esayian, co-President of Emmis Interactive, said. “The powerful combination of their great broadcasting talent, strong sales skills and now expanded interactive capabilities will have a noticeable and transformative impact on our whole industry.”

“Greater Media is now positioned to bring a sophisticated set of solutions to our advertisers and our listeners,” said Tom Bender, Sr. Vice President and General Manager of Greater Media Interactive. “These solutions will enrich our interactive presence and allow us to collaborate and share ideas across the company. This is a significant step forward for us.”

The Greater Media stations involved in the partnership are: WCSX-FM, WMGC-FM and WRIF-FM (Detroit); WMGK-FM, WMMR-FM, WBEN-FM, WNUW-FM (formerly WJJZ-FM) and WPEN-AM (Philadelphia); WROR-FM, WKLB-FM, WTKK-FM, WMJX-FM, and WBOS-FM (Boston); WMGQ-FM, WCTC-AM, WDHA-FM, WMTR-AM, WRAT-FM, and WJRZ-FM (New Jersey); WBT-AM/FM and WLNK- FM (Charlotte).

BaseStation®, Emmis Interactive’s proprietary content management system, empowers local media companies with a best-of-breed technology suite users now expect from a progressive media site.

From media management, interactive community tools and user-generated content, to detailed reports that measure audience behavior and advertiser return on investment, BaseStation® gives local media clients a competitive edge in an environment of changing expectations.

Since announcing in April 2008 that it would begin to market its services to radio broadcasters and other local media companies, Emmis Interactive has signed on more than 125 brands to its successful interactive platform, with dozens signing up for Emmis Interactive's exclusive iTunes storefront technology and premium products.

Emmis Interactive, Inc., an award-winning global software and consulting company, provides local broadcasters and publishers with profitable, sustainable interactive businesses. Combining years of broadcast and publishing experience with cutting-edge technology and unparalleled service, Emmis Interactive empowers local media companies with a comprehensive digital strategy to maximize the value of their media brands. Services include interactive strategy for executive management, interactive sales training, content management consulting, proprietary technology platform and hosting services, custom web-site design and interactive product development.

Emmis Interactive Inc. is an Emmis Communications Company. For more information about Emmis Interactive, visit [emmisinteractive.com](http://emmisinteractive.com).

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