

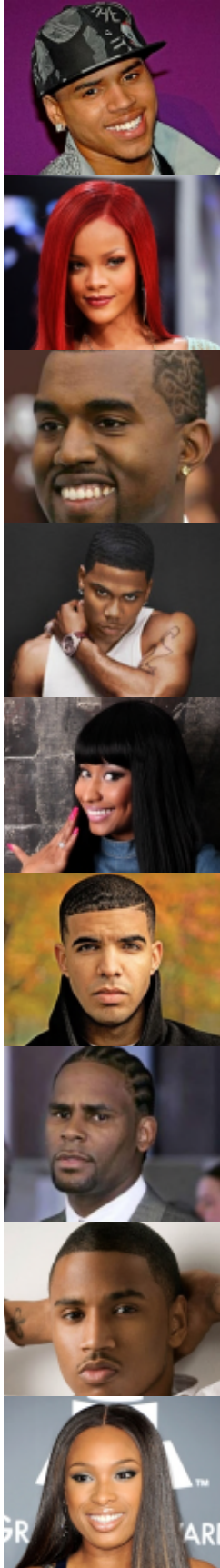


The Delta's Hottest Station Is 97.9 The Beat

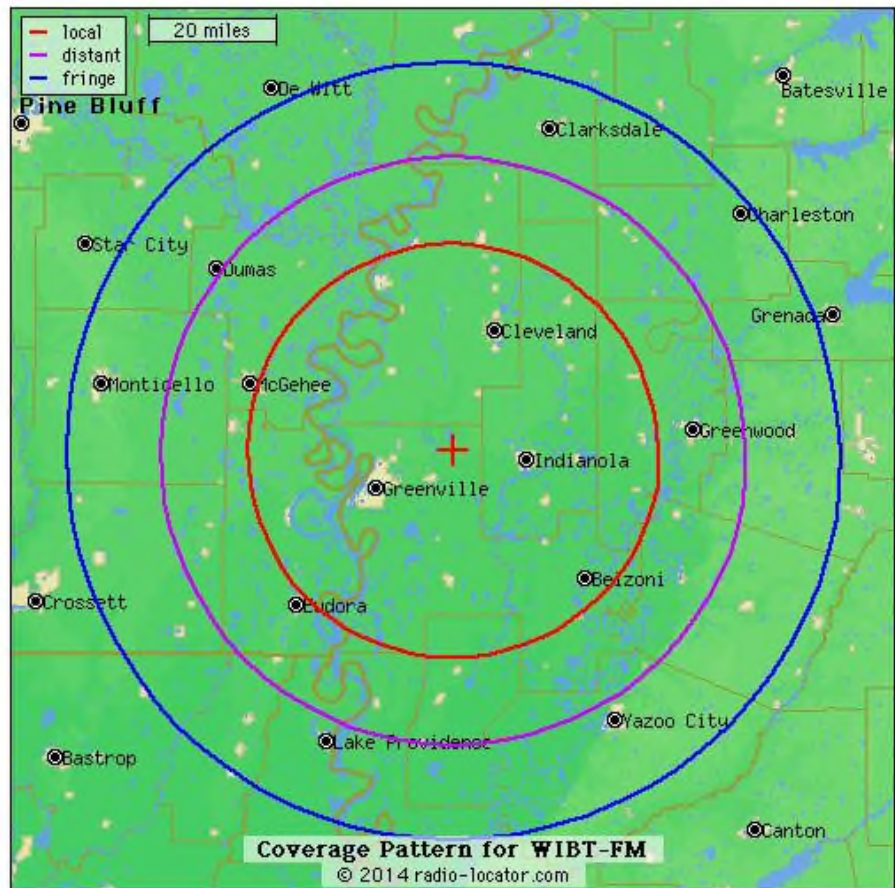
97.9 The Beat is the Delta's new home for Urban Contemporary Hit Music. Designed to appeal to the African-American audience, 97.9 The Beat features a heavy dose of today's hottest R&B, Rap and Hip Hop hits from today's hottest artists - the music of today's generation. 97.9 The Beat also has lots of local features not found on any other Delta stations, including local news from the Delta Radio Newsroom and hourly weather forecasts from Meteorologist Tom Churchill. If you want to sell your product or service to the African-American audience in the Delta, you should be advertising on 97.9 The Beat.

STATION FACTS:

Frequency:	97.9 FM
Power:	50,000 Watts
Schedule:	24 Hours a Day
Format:	Urban Top 40, featuring today's hottest R&B, Rap and Hip Hop music
Coverage:	Sunflower, Bolivar, Washington, Humphries and Leflore Counties, including the cities of Greenville, Indianola, Cleveland, and Leland in Mississippi, plus Chicot and Desha Counties in Arkansas.
Audience:	The Beat's music mix is designed to appeal to the young African-American Audience, primarily 18-34
Contact:	830 Main Street, Greenville MS 38701 Phone 662-394-8865; Fax 662-378-8341



We've got the Delta Covered



The Beat has moved to 97.9 and now covers more of the Delta than ever before - from Clarksdale to Yazoo City, Greenwood to Dumas and all points in between, The Beat is the Delta's new Urban Contemporary leader! With 50,000 watts, The Beat reaches more African-Americans than any other station in the Delta.