



**For Immediate Release:**

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## **Meruelo Media Officially Begins Programming the Los Angeles Heritage Station Power 106 and Reorganizes its Radio Portfolio Under One Team**

**Los Angeles, CA (July 7, 2017)** - Meruelo Media announced today that it will begin programming and selling advertising on recently acquired station KPWR FM 105.9 Los Angeles effective as of July 1, 2017 under the terms of an LMA with the current owner, Emmis Communications Corporation (Nasdaq: EMMS). Meruelo Media's game-changing move unites two legendary radio brands effectively taking control of the Hip Hop format in Los Angeles. The company also announced that KPWR would continue to super serve its listeners, fans and clients to complement Meruelo's existing programming formats and wildly popular on air talent on 93.5 KDAY in Los Angeles and the newly launched Riverside station 93.5 The Wild. In order to synergize content maximization, operations, and sales, Meruelo will move its entire radio operation to KPWR 106's state of the art facilities in Burbank.

"Combining our three radio brands in one location is our first phase in optimizing our business," said Otto Padron, President and COO of Meruelo Media. He continued, "This initial move will strengthen our unique and dominant position in the Hip Hop market by maximizing resources to create a real value proposition for clients. Meruelo Media has the most unique and hyper-local DNA in SOCAL. While most media companies homogenize brands in an effort to consolidate operations, we combine complementary brands in ways that celebrate their differences creating one of America's most diverse and effective multimedia platforms. Bringing these powerful Los Angeles brands together is a perfect harmony: Power 106, #1 for HIP HOP for today's hottest beats and KDAY as the Classic Hip Hop leader for Back in the Day Hits."

Val Maki will remain on in her new role as Meruelo Radio Market Manager. In that role, she will continue her duties as Market Manager for POWER 106. In addition, she will take on the new responsibility of integrating Meruelo's existing portfolio of radio stations and maximizing the new, three-station cluster. "Val is a proven and talented broadcast veteran and the force behind the success of Power 106" remarked Otto Padron, "We know that under Val's vision and leadership these very iconic Los Angeles radio stations will continue to grow benefiting our listeners, advertisers, and partners." Val Maki will report to Otto Padron, President and COO of Meruelo Media.

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