



Media Release

FROM: The Radio Sales Network

DATE: Friday 24th July 2009

RE: Queensland radio stations join TRSN

The Radio Sales Network are pleased to announce the acquisition of 4 more radio stations to its growing portfolio of national radio sales representation.

The four regional radio stations are owned by the Smart Radio Group in Kingaroy, Emerald, Mt Isa and Roma. Together they reach a potential population of over 125,000 Queenslanders.

4SB 1071 – Kingaroy
Zinc HI – Emerald
Zinc 666 – Mt Isa
Zinc ZR - Roma

This now takes the Radio Sales Networks regional Queensland representation to 18 stations in 13 markets.

Sydney General Manager, Dave La Pouple says " TRSN continues to grow with 105 radio stations around the country. Recently 7 Tasmanian radio stations also moved their representation. Nearly 40% of our population live in regional Australia, and this represents a significant number of people who have higher disposable income than many Metro residents. With lower housing and transport costs, people in regional Australia should be included on all media schedules by planner/buyers."

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