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KALL 700 SPORTS RADIO TO BECOME NEW HOME OF ESPN RADIO PROGRAMMING IN UTAH DMA

*“Mike and Mike in the Morning,” “The Herd with Colin Cowherd” & Various
NBA, MLB and BCS Properties Hosted Exclusively on KALL 700 Beginning August 31;
“Bill & Spence” and “The Dan Patrick Show” Remain in Lineup;
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SALT LAKE CITY (Friday, August 14, 2009) – KALL 700 Sports Radio today announced that it will soon become the exclusive Utah home for ESPN Radio and its 24-hour news and entertainment properties. Beginning on Monday, August 31, KALL 700 Sports will add the award-winning and nationally-lauded shows “Mike and Mike in the Morning” and “The Herd” to its morning lineup. KALL 700 Sports will also become the exclusive Utah home for around-the-clock ESPN Radio SportsCenter updates as well as ESPN’s regular-season and postseason “Game of the Week” for the NBA and Major League Baseball, and will also air all of ESPN Radio’s college football BCS game broadcasts.

“This is an enormous opportunity for KALL 700 to align itself with the world’s foremost sports broadcasting leader,” said KALL General Manager **Dean Howes**, emphasizing that “The Dan Patrick Show” and “Bill & Spence” will remain in the lineup. “We remain committed to our stature as the ‘Home of the Utes’ and Real Salt Lake, and bolster the significant amount of local programming with our nation’s spotlight events via ESPN.”

KALL 700 SPORTS RADIO – 700 AM – DAILY LINEUP & PROPERTIES:

Weekdays:

4a – 8a – Mike and Mike in the Morning, with Mike Golic and Mike Greenberg

8a – 12p – The Herd, with Colin Cowherd

12p – 3p – The Dan Patrick Show

3p – 7p – Bill & Spence, with Bill Riley and Spencer Checketts

Overnights, Weekends & Holidays – ESPN Radio programming, including “SportsCenter” updates, “Football Tonight,” the NBA and MLB “Game of the Week” and BCS college football

Utah Utes and Real Salt Lake Coach’s Shows, hosted by Bill & Spence:

6p Tuesdays – RSL Coach’s Corner w/ Jason Kreis (from late March – mid-Nov.)

7p Mondays – U of U Basketball with Jim Boylan (from mid-Oct. – mid. March)

7p Thursdays (*or 48 hr. to kick*) – U of U Football with Kyle Whittingham (from late-Aug. – mid. Dec.)

Utah Utes and Real Salt Lake Gameday blocks:

Real Salt Lake – 4 hours, including 1-hr pre-game and 1-hr post-game dictated by kickoff time

Utes Football – 7 hours, including 2-hr pre-game and 2-hr post-game surrounding event

Utes Basketball – 4 hours, including 1-hr pre-game and 1-hr post-game dictated by tip-off

KALL 700 Sports remains the home of the critically-acclaimed "The Dan Patrick Show" each weekday from 12 noon to 3:00 p.m. MT, serving as the lead-in for the station's afternoon drive set from 3:00 – 7:00 p.m. MT featuring Bill Riley and Spencer Checketts. Riley has served as the voice of Real Salt Lake since the club's inception in 2005, and the 15-year radio veteran has extensive experience in the Utah marketplace, serving as the play-by-play broadcaster for numerous football, basketball and soccer TV and radio broadcasts. Checketts has spent the last decade of his life working in the pro sports industry, garnering experience in a wide range of operational functions with the Disney Wide World of Sports facility, Real Salt Lake, the Utah Jazz and the New York Knicks, as well as the 2002 Winter Olympic Games. During his five years in radio, Checketts has hosted numerous Utah Jazz, Real Salt Lake and general interest sports shows.

About KALL 700 Sports

Acquired nearly three years ago by SCP Worldwide, KALL 700 Sports is uniquely positioned to maximize the potential for a powerful 50,000-watt radio station with valuable, exclusive sports content, primarily University of Utah athletics and Major League Soccer's Real Salt Lake. KALL 700 Sports is a heritage signal which has served as the long-time home for Utah Utes football, basketball and other sports, brought The Dan Patrick Show to the Utah DMA early in 2008 and now serves as the exclusive area home for all of ESPN Radio's offerings, including SportsCenter updates, NBA and Major League Baseball Game of the Week, and all the BCS college football bowl games.

About SCP Worldwide

Based in New York City, SCP Worldwide is a growing sports, entertainment and media enterprise operated by some of the industry's most successful executives. The firm is built on a model of selecting undervalued franchises, venues and real estate opportunities and building them into robust business ventures. SCP Worldwide owns a diverse array of properties that include the National Hockey League's St. Louis Blues, Scottrade Center, famed Kiel Opera House in St. Louis as well as the Blues' AHL affiliate Peoria Rivermen. The company also owns and operates Major League Soccer's Real Salt Lake and its home - Rio Tinto Stadium - a soccer-specific facility with related entertainment elements in Sandy, Utah as well as KALL700 Sports Radio in Salt Lake City.

Additionally, the company holds a significant interest in Running Subway, the New York-based live entertainment company which recently produced *Sinatra* at the Palladium Theater in London and *Dr. Seuss' How The Grinch Stole Christmas! - The Musical* on Broadway. SCP also owns the much heralded Tupelo-Honey Productions, a multi-disciplined, full-service production company. SCP also maintains a relationship with world-renowned soccer franchise, Real Madrid, the 30-time La Liga champion. Further expanding their reach within the soccer community, SCP also owns the media rights to the South American World Cup Qualifiers, a greatly anticipated competition which leads directly into the 2010 World Cup.

- www.KALL700SPORTS.com -