

SABO-MASON INTERNATIONAL INITIATIVES TO LAUNCH TWO NEW MUSIC FORMATS AT NAB EUROPE

Combined Reach Of Chocolate FM© and Diamond FM© targets the wide spectrum of Women 25-54

November 13, 2006 (Rome, Italy):

Sabo-Mason International Initiatives, the partnership of successful radio programmers Walter Sabo and Dan Mason, announced today the entry of two new music formats, **Chocolate FM©** and **Diamond FM©**, designed to target the 25-54 female demographic. They are designed exclusively for stations outside of the United States.

Chocolate FM©, a pop 80's rock format targeted for 25-34 women features artists like U2, Phil Collins and Madonna. Walter Sabo commented, "Our research shows that the audience loves these artists, yet many of their songs are not getting significant amounts of airplay. Millions of women in this demographic are not hearing their favorite songs on the radio. Our concept is to associate a powerful word to identify the brand."

Diamond FM© is a complementary strong, female-targeted format for 35-54 year olds. It features favorites from Elton John, Neil Diamond and Lionel Richie. Not only is the music attractive to the target listener, so is the production. Dan Mason commented, "We feel Diamond FM© has the potential to command the upper end of the female demographic. We have created a contemporary flow of music that still includes hits from Barbara Streisand and Barry Manilow, both of whom had hits well into the 80's that are very popular. The combination of these two formats -- with powerful words to associate the brands -- gives a broadcaster two separate and unique products to attract upscale advertisers."

These formats are available to broadcasters right now. Sabo-Mason will provide everything necessary to program and promote these winning formats. The format services include carefully programmed music logs, format clocks, a production package, sales training and sales promotion strategies.

Sabo-Mason have been invited to give a special seminar on November 13th at the European NAB in Rome, Italy on The History of Radio Programming. By understanding the evolution of radio formats it is possible to easily profit from the future. Chocolate FM© and Diamond FM© will be an important part of the presentation of the evolution of radio programming. Broadcasters not attending the NAB Europe convention are invited for confidential meetings with Sabo-Mason at their offices in New York City or Washington DC. Contact them at 212 681 8181 to set up a comprehensive meeting or conference call.

To hear a sample of Chocolate FM© and Diamond FM© go to www.chocolatefm.com www.diamond-fm.com

Walter Sabo and Dan Mason are two of the world's leading media executives and innovative programmers. Prior to working as a successful consultant, Dan Mason was President of Infinity Radio, President of CBS Radio and Group W Radio plus other top executive positions. Walter Sabo has been a media programming consultant for 20 years. He was Vice President of the ABC Radio networks and Executive Vice President of the NBC FM stations. Their full biographies are at www.sabomason.com.

For more information call:

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