



PRESS RELEASE

PRESS CONTACT: Matt Locks

(480) 994-9100 Office

***Fred Rico is the new Program Director at MEGA 104.3
And The BEAT 92.7/99.3/101.1!***

August 19, 2011 (SCOTTSDALE, AZ) – KAJM (Known to Valley radio listeners as MEGA 104.3) and KNRJ (Known as 92.7/99.3/101.1 The BEAT) names Fred Rico Program Director of MEGA 104.3 and The BEAT 92.7/99.3/101.1.

Rico, an Arizona native from Tucson, most recently served as Program Director for San Diego's "Old School" Magic 92.5 and Z 90.3, prior to that he served as Program Director at Hot 98.3, Tejano 1600, Cool 1450 and La Preciosa 97.1 in Tucson. Rico has previously had successful programming and promotion responsibilities in Hawaii and Phoenix.

Sierra H Broadcasting, General Manager Michael Mallace said, ***"We could not be more excited to welcome Fred into the Sierra H Family and back to Phoenix. His proven track record, passion in marketing, branding, knowledge of "Old School" music and talent development will bode well for the continued growth and success of our brands."***

This is a homecoming for Fred who started his radio career in Phoenix at KHTC FM and KIDR 740 AM. On joining MEGA and The BEAT, Fred stated, ***"I'm very excited to be back in Arizona, I'm excited about the staff and I'm excited about moving forward with Sierra H Broadcasting."***

Sierra H Broadcasting is a privately held, locally owned operated Arizona corporation that operates two radio stations, KAJM-FM and KNRJ-FM, in the Phoenix metro area. With translators throughout the state, these two formats: MEGA 104.3 – Arizona's Old School and The BEAT 92.7/99.3/101.1 – The Valley's Classic Hip Hop also entertain listeners throughout Northern Arizona including the Flagstaff, Payson, Prescott and Sedona communities. MEGA and The BEAT can be heard world wide on the web at www.AZTheBEAT.com and www.MEGA1043.com.

###



SIERRA H BROADCASTING
7434 E. STETSON DRIVE, SUITE 255
SCOTTSDALE, AZ 85251
PHONE: 480.994.9100 - FAX: 480.423.8770
MATT.LOCKS@SIERRAH.COM

