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“New 92” Giving Away Most, Free Tickets to Kenny Chesney
Listeners Will Do Anything To Win

COLUMBIA, S.C. (April 26, 2005) – When Kenny Chesney plays to a sold-out crowd this Saturday night at the Colonial Center, more “New 92” listeners will be in the audience than any other country-radio station in Columbia. WWNU officials secured the most, free tickets before they went on sale.

“We knew that the concert would sell out quickly and wanted to make sure that our listeners weren’t left out in the cold,” said Randy Chase, New 92 program director. “Thanks to our connections in the concert industry, we secured more tickets to the show than anyone else, and our listeners are reaping the benefit.”

Only a handful of tickets remained the day after tickets to Chesney’s “Somewhere in the Sun Tour” went on sale March 19, 2005. He will play to the sold-out crowd this Saturday night at 7:30 p.m. Gretchen Wilson and Uncle Kracker are also on the bill.

“Our listeners have been going nuts to get their hands on what is the hottest ticket in town,” explained Jeff Roper, New 92 morning-show personality. “This Friday morning, we’ll just to what lengths they’ll go to win a pair of tickets and go backstage to meet Kenny and Gretchen.”

“The Jeff Roper In The Morning” show has been giving away free tickets since the show was announced. Everyday this week listeners can win with “New 92-fer’s.” When listeners hear two Kenny Chesney songs in a row, they must be the tenth caller after the second song begins to win a pair. Roper promises to give away the best seats in the house, and backstage passes to meet the country star, this Friday with his “What Would You Do for Kenny Chesney Tickets” promotion.

New 92 Kenny Chesney Tickets

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“All of those fans who have called in promising to do anything for tickets will be put the test on Friday morning at 7:30,” said Roper. “The listener who follows through with the most outlandish stunt in our parking lot, just off of Gervais St., will walk away with tickets and backstage passes.”

Chesney was awarded “Entertainer of the Year” in 2004 from the Country Music Association. The Tennessee native has a growing fan base that crosses over into all genres of music. According to Pollstar, Chesney grossed \$50.8 million last year to land at No. 7 on the top 100 tours, beating out Sting, Elton John and the Dave Matthews Band. Chesney also nudged out Toby Keith to have the highest-grossing country tour of the year.

Part of Chesney's growing appeal is due to a general upswing in country music's popularity. Country album sales last year totaled 77.9 million, up 12 percent from 2003, according to Nielsen SoundScan.

Chesney is only one of hundreds of new-country artists featured on New 92, WNNU – 92.1, which debuted on Dec. 25. Jeff Roper is a two-time winner of the prestigious CMA Broadcast Personality of the Year award. He won it in 1997 while working in Columbia and again in 2003 while in Charlotte. He was also named the South Carolina Broadcast Personality of the Year in 2000.

WNNU is owned by the Columbia Radio Group, a division of Double O Radio Corporation, and is located at 1010 Gervais St., Suite 100, in The Vista.

About Double O Radio

Double O Radio Corporation was founded in November 2003 with the purchase of four FM stations in Panama City, Fla. The company also has radio properties in New York state and Columbia, S.C. At the heart of Double O Radio is a focus on creativity and building strong teams in the service of listeners and advertisers.

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The  State

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Ticket Window

FRIDAY, APRIL 29, 2005 • PAGE E2

Where is Kenny's 'Old Blue Chair?'

KENNY CHESNEY'S concert at the Colonial Center Saturday night is sold out. But if you don't have a ticket, local radio stations might help you get a seat.

WCOS-FM 97.5, the concert's exclusive radio partner, has misplaced Chesney's "Old Blue Chair" somewhere in the Midlands. Spot it and send an e-mail to kenny@wcosfm.com, and you could win a pair of tickets and get to go backstage to meet Chesney. The station also is giving away tickets on air, so listen.

WWNU-FM 92.1, "New 92," wants its listeners to have a shot at some free tickets, too. Randy Chase, the station's program director, said the station "secured more tickets to the show than any-

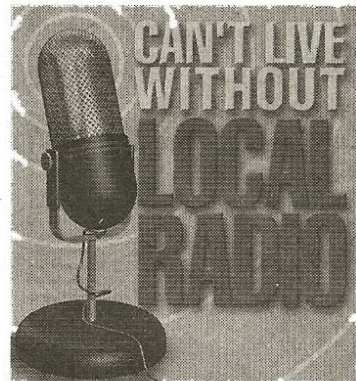
PASS IT ON

To get your radio news listed, or to pass on story tips, contact Otis R. Taylor Jr. at (803) 771-8362 or otaylor@thestate.com.

one else."

New 92 listeners who hear two consecutive Chesney songs and are the 10th caller will win a pair of tickets. On today's "Jeff Roper in the Morning" show, Roper promises to give away backstage passes to meet Chesney and Gretchen Wilson, who is also performing Saturday night at the Colonial Center.

And fans who have promised



to "do anything" for tickets will be put to the test at 7:30 a.m. in the station's parking lot.

New 92 is at 1010 Gervais St., Suite 100. That's across from Uncle Louie's on Park Street.