

Entercom Communications is First Broadcasting Company to Utilize New Web-based Platform to Sell Local Advertising

Stations Offer Premium Ad Content on The Media Dash Local Systems In Denver and New Orleans

FAIRFIELD, Conn., Aug. 15, 2011 [/PRNewswire/](#) -- Entercom Communications is the first broadcasting company to make its premium advertising content available on the new self-service online platform from theMEDIAdash.com, Inc.

Entercom Communications Corp. (NYSE: ETM), based in Bala Cynwyd, Penn. and one of the five largest radio broadcasting companies in the country, is now offering on-air spots and packages for its four stations based in Denver and five stations in New Orleans on (www.Denvermediadash.com) and (www.NewOrleansmediadash.com), respectively.

The Media Dash™ Local is a web-based, hyper-local advertising platform designed to help broadcasters sell premium on-air and streaming commercials to both new and repeat advertisers. The platform helps broadcasters to reach underserved advertisers. It allows broadcasters to review sales information and provides them with the flexibility to adjust their offerings in order to increase sales. Local merchants and advertisers can browse The Media Dash Local in order to find available broadcast packages that match their marketing needs and reach their target audience.

"The Media Dash is a viable solution that exposes us to a vast number of underserved advertisers. We are proud to be early adopters of Denver Media Dash and New Orleans Media Dash. These digital, self-serve platforms will bring a new and more convenient buying experience to our clients and enhance our ability to serve more advertisers in our local communities than ever before," said Weezie Kramer, regional president, Entercom Communications.

The Media Dash Local launched in New Jersey, Denver and New Orleans in June and will soon be available in Santa Rosa, Calif. and Long Island, N.Y.

"The Media Dash Local allows our broadcast partners to enhance their sales reach by offering the same type of digital, self-serve buying experience that their customers have grown accustomed to at work and at home," said Rob Williams, chief operating officer, The Media Dash.

For more information on The Media Dash and to view a video demonstration of how the platform works, visit www.theMEDIAdash.com or contact Nicole Palina-Pace, VP of marketing via email at nicole@themediadash.com. You can follow the company on Twitter (www.twitter.com/themediadash) and Facebook (www.facebook.com/themediadash).

About Entercom Communications

Entercom Communications Corp. (NYSE: ETM) is one of the five largest radio broadcasting companies in the United States, with a nationwide portfolio of 110 stations in 23 markets, including San Francisco, Boston, Seattle, Denver, Portland, Sacramento and Kansas City.

Known for developing unique and highly successful, locally-programmed stations, Entercom is home to some of radio's most distinguished brands and compelling personalities. The company is also the radio broadcast partner of the Boston Red Sox, Boston Celtics, Buffalo Sabres, Kansas City Royals, New Orleans Saints, Oakland Athletics and San Jose Sharks.

Entercom focuses on creating effective, integrated marketing solutions for its customers that incorporate the company's audio, digital and experiential assets. Additionally, the company has a long-standing commitment to responsible corporate citizenship and environmental stewardship. Entercom stations play a vital, hands-on role in improving their communities, providing over \$100 million in annual support for local charitable organizations.

The company's radio stations have received numerous awards, including multiple Edward R. Murrow Awards for excellence in broadcast journalism and National Association of Broadcasters (NAB) Marconi Awards for excellence in radio broadcasting. In 2007, Forbes magazine named Entercom one of America's "Most Trustworthy Companies."

For more information, please visit www.entercom.com.

About The Media Dash

TheMediaDash.com, Inc. (www.theMEDIAdash.com), is a media and advertising technology company dedicated to improving the buying and selling of radio advertising. The company's senior management team, with extensive experience in radio station management, advertising sales and technology development, is committed to making radio broadcast and streaming media more competitive with the online advertising industry. The company's breakthrough, web-based platform allows advertisers and broadcasters to execute media transactions with greater ease, speed and accountability. The Media Dash is a portfolio company of BlueCrest Venture Finance Master Fund Limited.

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