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FOR IMMEDIATE RELEASE:

MEDIA ALERT



THE VALLEY HAS A NEW HOME FOR THROWBACKS - INTRODUCING 99-1 THE BEAT

On Saturday morning, Bicoastal Media segued Adult Hits KOOL-FM into 99-1 THE BEAT, bringing the sounds of 80'S, 90's & early 2000's Throwbacks to life across the Willamette Valley.

Bicoastal GM Sean Beken says "We're excited to bring new energy and a fresh playlist to the radio market. Listeners have asked for it, so we built it! Don't miss out, set a button for 99-1 The Beat!"

What can listeners expect? More energy & more music – including two commercial-free hours to start the workday (8:45-10:45a daily), featuring an upbeat blend of pop, hip hop & r&b hits. With powerhouse artists such as Rihanna, Justin Timberlake and Usher in heavy rotation, The Beat is guaranteed to start, and keep the party rolling whatever you're up to and wherever you're listening!

Market Veteran Barry Macguire helms afternoons from 2-7p, and serves as Program Director. "I'm thrilled to provide a much needed energy boost for the area. It's gonna be fun – that's what we're all about!" Mandy in the Mid-Day (Mandy Beemer) will host the workday from 9a – 2pm.

The Beat can be heard at 99.1 FM, online at www.thebeatofeugene.com, or on all smart speakers. Just say "Play Ninety-Nine One The Beat" to get connected. Join the 100% Throwbacks party anytime at 99-1 The Beat!

CONTACT: SEAN BEKEN
541-284-3662

seanbeken@bicoastal.medai

BARRY MACGUIRE
541-284-3660

barrymacguire@bicoastal.media