

## **Entercom Selects jacAPPS**

### **Broadcaster Chooses Jacobs Media Division To Create “Stationalized” Apps**

Entercom Communications, Inc., the fifth largest radio broadcaster in America, has selected jacAPPS, the mobile application division of Jacobs Media, to produce apps for iPhones and iPod Touch devices for 78 of the company’s 110 radio stations. jacAPPS was selected in a competitive bidding process as Entercom embarks on a company wide initiative to provide their strong radio brands with individual – or “stationalized” – apps on the iPhone desktop.

“The Jacobs Media family has had a long partnership with Entercom on the radio programming side of the business, so it made sense to continue the partnership in this exciting new way to get our brands into this emerging marketplace,” commented Tim Murphy, Vice-President and General Manager for weei.com, and an Entercom Digital Manager.

“The decision by Entercom to select jacAPPS marks the next step in our extraordinary growth as a mobile app development company,” remarks Jacobs Media President Fred Jacobs. “We have been built apps for some great broadcasters around the world, and we appreciate Entercom acknowledging the quality of our team and their craftwork. We applaud Entercom for recognizing the value of the mobile space and the importance of creating great digital strategies in this rapidly changing environment.”

Entercom’s apps will begin appearing in the iTunes App Store in early May. Each will have distinct levels of customization based on the specific needs of each station.

### 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, Kansas City Royals, New Orleans Saints and Buffalo Sabres.

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](http://www.entercom.com).

jacAPPS, a leading developer of smartphone apps for iPhones, Android, and Blackberry, is the mobile division of strategic marketing firm Jacobs Media. jacAPPS has developed and posted 150 applications that have generated more than 2.5 million downloads in the past eighteen months. jacAPPS has designed smartphone applications for leading public radio, commercial radio, and Internet radio stations in the U.S. and around the world. Additionally, the company has created highly popular smartphone applications for C-Span Radio, the public radio program "Car Talk," personalities like Dan Patrick and Dennis Miller, and major events like the Detroit International Jazz Festival.

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