



Iliad media hires new National Regional Sales Manager

(For immediate release)

Impact Radio Group
Boise, Idaho
Nielsen Radio Market #97

Iliad Media Group of Boise, Idaho announced today the hiring of Zayne Rose to National Regional Sales Manager. Zayne has over thirty years in radio and television broadcasting with experience in all phases of operations from sales management, sales, programming and on air. Throughout his career, he has achieved business development and sales management success as well as earned awards from his local, regional, and national sales efforts. He is passionate in the "theater of the mind" that broadcast radio provides. He believes that results for clients come with proper creative messaging and placement.

His specialties include national, regional, and local spot radio advertising sales, national regional network radio advertising sales, local radio business development, marketing, and advertising as well as public speaking.

Zayne will now oversee the national and regional transactions for a for a total of thirteen stations in the Boise and Twin Falls markets.

For an electronic version of this release and more information, please text ROSE to 32930

Iliad Media Group is a locally owned and operated radio broadcasting company with stations in the Boise and Twin Falls markets. Currently, there are seven stations run by Impact Radio Group in the Boise market, including KQBL FM (101.9 The Bull), KQBL-HD3 (96.5 The Alternative), KZMG FM (MY 102.7), KWYD FM (WILD 101), KSRV FM (96.1 BOB FM), KKOOL AM (101.5 KOOL FM), and KQBL-HD2 (99.1 I-ROCK). Impact Radio Group has been operating in Idaho since March of 1999. There are six stations run by Iliad Media Twin Falls, LLC in the Twin Falls market, including KIKX FM (104.7 BOB FM), KIRQ FM (Q-106.7), KTPZ FM (Music Monster 92.7), KYUN FM (102.1 The Bull), KYUN-HD2 (I-Rock 105.1) and KYUN-HD3 (95.1 The Breeze). Iliad Media Twin Falls has been operating in Idaho since August of 2003.

For more information, please contact:

Darrell Calton
CEO
208-465-9966
Darrell@impactradiogroup.com



