



**FM 100.5 ESPN to Launch on Upgraded Signal January 1
To Feature *Mike & Mike*, *The Herd*, *Tirico & Van Pelt*, Championship Play-by-Play**

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MADISON, Wisc. -- ESPN, Inc. and Good Karma Broadcasting LLC announced today the launch of FM 100.5 ESPN in Madison on January 1, 2009. The station will feature a mix of ESPN Radio's top national programming, local sports talk, and play-by-play coverage including MLB and the World Series, NBA and The Finals, and the NCAA Bowl Championship Series.

Good Karma Broadcasting owner Craig Karmazin said, "As a locally owned company in Wisconsin for more than a decade, we are looking forward to presenting ESPN Radio's programming and an upgraded signal as a New Year's present for Madison sports fans."

FM 100.5 ESPN will feature ESPN Radio's *Mike & Mike in the Morning* with co-hosts Mikes Golic and Greenberg (5-9 a.m. CT), *The Herd with Colin Cowherd* (9 a.m. – noon), *Tirico & Van Pelt* (noon-2 p.m.) and *The Scott Van Pelt Show* (2-3 p.m.).

FM 100.5 ESPN's launch will mark the return of *The Scott Van Pelt Show* into the Madison market.

"You folks know how much I dig Madison, and I'm glad you all will be able to check out my show in the greatest college sports town America," said Van Pelt. "See you on State Street, and tell Andy North I said hello -- he won't return my calls."

FM 100.5 ESPN's daily local programming will include *The World's Greatest Sports Talk Show* (3-6 p.m.) hosted by Steve "Homer" True, and *The Badger Hour* (6-7 p.m.) with Lance Davis. Other station contributors will include UW legend Pat Richter, Packers/Badgers star Mark Tauscher, Badgers sack king Tarek Saleh, former Badgers lineman Derek Engler, Packers Pro-Bowler Mark Chmura, and Jason Wilde of *The Wisconsin State Journal*.

Play-by-play coverage, along with Major League Baseball, the NBA and the Bowl Championship Series, will include the Super Bowl and March Madness.

Starting January 1, programming, with complementary audio/video, will be streamed at www.espnmadison.com.

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