



Kalil & Co., Inc.

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PRESS RELEASE

MAY 20, 2009

PRINCIPLE BROADCASTING NETWORK (PRINCIPLE) ANNOUNCED TODAY THAT IT HAS SIGNED A DEFINITIVE AGREEMENT WITH UNIVISION RADIO, INC. FOR THE SALE OF RADIO STATION KLOK-AM IN SAN JOSE, CALIFORNIA, FOR \$7,650,000.

THE SELLER, UNIVISION RADIO, INC. IS A DIVISION OF UNIVISION COMMUNICATIONS, INC., THE PREMIER SPANISH-LANGUAGE MEDIA COMPANY IN THE UNITED STATES, WITH OPERATIONS THAT INCLUDE TELEVISION AND RADIO STATIONS THROUGHOUT THE COUNTRY AND PUERTO RICO, SPANISH-LANGUAGE TELEVISION AND CABLE NETWORKS, THE NO. 1 U.S. SPANISH-LANGUAGE INTERNET DESTINATION AND THE INDUSTRY'S MOST COMPREHENSIVE SPANISH-LANGUAGE SUITE OF MOBILE OFFERINGS.

THE BUYER, PRINCIPLE, SPECIALIZES IN MULTI-ETHNIC BASED MEDIA AND HAS OPERATIONS IN BOSTON, NEW YORK CITY AND DALLAS. THE COMPANY IS HEADQUARTERED IN BUFFALO, NY.

KLOK-AM OPERATES AT 1170 KHZ, WITH 50 KW DAY AND 5KW NIGHT. ITS CURRENT *RADIO CADENA* FORMAT WILL MOVE TO UNIVISION'S KBRG-FM 100.3 HD2 STATION, EFFECTIVE JUNE 1ST.

PRINCIPLE PRESIDENT/CEO BILL SAURER SAID, "PRINCIPLE LOOKS FORWARD TO WORKING WITH AND SERVING THE RICH VARIETY OF CULTURES THAT POPULATE THE BAY AREA WITH A VERY POWERFUL SIGNAL."

KALIL & CO., INC. IS THE EXCLUSIVE BROKER FOR THIS TRANSACTION.

FOR MORE INFORMATION, PLEASE CONTACT:

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