

Red Sox Extends Radio Deal with WTIC

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On April 20, 1957, **WTIC 1080** carried its first game on the **Boston Red Sox** radio network. Fifty years later, that relationship is still going strong and will continue in 2007.

The station, based in Farmington, Connecticut, joined with the Red Sox and **Entercom Communications**

today to announce a multi-year deal that continues the partnership that began 50 years ago. No further terms of the deal were disclosed.

WTIC, a 50,000-watt CBS RADIO owned station, has carried Red Sox baseball longer than any other network affiliate. It will broadcast all 162 regular season games in 2007, providing fans in the Greater Hartford area and throughout Central Connecticut with comprehensive Red Sox coverage.

In addition, WTIC will carry an exclusive *Red Sox Insiders Show* every Thursday at 6:00 p.m. Sponsored by F.W. Webb and hosted by new team radio broadcaster

Glenn Geffner

, the program will provide a behind-the-scenes look at the Red Sox. WTIC will also continue to do its popular live remotes from the Green Monster at select Red Sox games.

"WTIC Radio has been an outstanding partner and a key affiliate on our radio network for many years," commented Red Sox President/CEO **Larry Lucchino**. "We are excited that WTIC will continue to bring Red Sox baseball to our great fans in the Hartford area."

"For 50 years listeners have come to expect the best in baseball coverage from WTIC, and this announcement ensures they can count on us for several more years to come," said **Suzanne McDonald**,

General Manager of WTIC. "The Red Sox and WTIC have become synonymous not only for

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superior game day coverage, but also for the many special events we produce each year. We are thrilled to extend our partnership with the Sox and look forward to another winning season.”

“On behalf of Entercom and WRKO, we are thrilled to continue our long standing relationship with WTIC,” said Jason Wolfe, Vice President, AM Programming and Operations for Entercom. “For years, WTIC has been one of our strongest affiliates on the network, both in terms of its coverage area and its standing within Hartford . We’re excited that we were able to get this done.”

To commemorate its 50th anniversary of carrying Red Sox baseball, WTIC has several special events planned for the upcoming season. In conjunction with the Red Sox, a promotion is being created to reward long-time station listeners and Sox fans that will involve finding individuals that listened to that first game on WTIC in 1957. Details on this and other 2007 promotions will be announced in the coming weeks.

The Red Sox and Entercom Communications entered into a 10-year extension for the team’s radio rights in May 2006. WRKO (680 AM) becomes the Red Sox flagship radio station in 2007 with a limited series of special games to be carried on WEEI (850 AM). Joe Castiglione returns for his 25th season broadcasting Red Sox baseball on radio. Dave O’Brien and Geffner join the radio team in 2007.