

## **For Immediate Release**

### **LIQUID COMPASS SIGNS SAGA AND SALEM TO MULTI-YEAR CONTRACTS Adds 154 Stations to Streaming Delivery Network**

**DENVER (Sept. 21, 2009)** – Liquid Compass, a premier streaming delivery network to the radio industry, announced that it has signed Salem Communications (NASDAQ: SALM) and Saga Communications, Inc. (NYSE Amex-SGA) to its streaming radio network. Combined, the multi-year contracts add 154 stations in major and top-50 U.S. markets to the Liquid Compass network.

“The speed, guaranteed uptime and quality of Liquid Compass’s stream were must haves for us,” said Chad Nykamp, Vice President, Internet Operations, Salem Web Network. “We plan to leverage those capabilities along with their next-generation Flash media player to enhance the overall streaming experience for our listeners as we roll out to each of our markets over the next month.”

Liquid Compass’s next generation LC Pro Flash media player, which is now being used by broadcasters such as Bonneville, Greater Media, Lincoln Financial Media and now Saga and Salem Communications, ties together stations’ web, mobile, live and on-demand content, and also video streaming initiatives. Additionally, listeners have the ability to sort through videos, last played songs, search through other stations or side channels within a network and also send the stream to a mobile device.

“We are extremely pleased that both Salem Communications and Saga Communications have chosen to sign on with us,” said Zackary Lewis, Liquid Compass’ CEO. “We look forward to providing them with leading-edge streaming technologies and services we’ll into the future.”

#### **About Saga Communications**

Saga Communications, Inc. is a broadcasting company whose business is devoted to acquiring, developing and operating broadcast properties. The Company owns or operates broadcast properties in 26 markets, including 61 FM and 30 AM radio stations, 3 state radio networks, 2 farm radio networks, 5 television stations and 4 low-power television stations. For additional information, contact us at (313) 886-7070 or visit our website at [www.sagacommunications.com](http://www.sagacommunications.com).

#### **About Salem Communications**

Salem Communications (NASDAQ: SALM) is a leading U.S. radio broadcaster, Internet content provider, and magazine and book publisher targeting audiences interested in Christian and family-themed content and conservative values. In addition to its radio properties, Salem owns Salem Radio Network®, which syndicates talk, news and music programming to approximately 2,000 affiliates; Salem Radio Representatives™, a national radio advertising sales force; Salem Web Network™, an Internet provider of Christian content and online streaming; and Salem Publishing™, a publisher of Christian-themed magazines. Upon the close of all announced transactions, the company will own 94 radio stations, including 58 stations in 22 of the top 25 markets. Additional information about Salem may be accessed at the company's website, [www.salem.cc](http://www.salem.cc) <<http://www.salem.cc>>.

#### **About Liquid Compass**

Liquid Compass ([www.liquidcompass.net](http://www.liquidcompass.net)) is a premier streaming delivery network, headquartered in Denver, Colorado. In addition to a wide array of stream hosting services, Liquid Compass also offers managed online ad trafficking and customizable media player development. Currently Liquid Compass provides streaming media services to more than 750 radio stations, including: Lincoln Financial Media, Bonneville, Greater Media, Crawford Broadcasting, BMP Radio, Wilks Broadcasting, Sandusky Broadcasting, Saga Communications, Salem Communications and more. More information about Liquid Compass is available at [www.liquidcompass.net](http://www.liquidcompass.net).