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For More Information

Tele: (402) 342-2000

Fax: (402) 342-5874

Email: jhansen@nrgmedia.com

Don Imus Comes to Omaha Radio
"Imus in the Morning" Launches Monday, November 17, 2008

Omaha, NE – November 14, 2008 – Omaha's morning radio just got a lot more interesting, that according to the programming leadership at News Talk 1290 KKAR-AM. Station Operations Manager Neil Nelkin today announced a new morning show featuring talk show giant Don Imus. Nelkin said the addition of "Imus in the Morning" will provide Omaha listeners with a compelling, entertaining and provocative program adding, "Imus has long been recognized as one of the nation's pre-eminent media talents and it is a thrill to have him grace the local airwaves with his perspective, insight and ingenuity."

Imus, who launched his highly acclaimed and sometimes controversial radio career back in 1971 in New York City, recently joined the ABC Radio Network with "Imus in the Morning." The new morning show for the famed broadcaster launched just his year to provide listeners with his unique perspective on world and national events. A self-described "quintessential American," Imus' radio program offers an uncanny ability to connect with real people who work hard to serve and thrive in America.

Imus' talents have long been recognized by both the National Association of Broadcasters and the Radio Halls of Fame. In addition, he is a four-time recipient of the coveted Marconi Award for broadcasting excellence. Imus has been featured on a number of television programs including NBC's "Today Show," CBS' "60 Minutes" and he has been a guest of countless TV and Radio Talk Shows including Charlie Rose, David Letterman and Larry King. Imus was once listed as one of TIME magazine's "25 Most Influential People in America."

"Imus in the Morning" takes to the airwaves on News Talk 1290 KKAR on Monday and will air live for three hours. Nelkin said the KKAR news team will continue its commitment to provide news and information to its listeners with news, traffic and weather coverage delivered by veteran broadcaster Terry Leahy four times each hour.

"Imus in the Morning" launches Monday morning at 5:00am will be followed by The Laura Ingraham Show at 8:00am on 1290AM.

About NRG Media

NRG Media is dedicated to providing *Great Local Radio* and is committed to being an active and integral part of the communities in which it serves. NRG Media consists of 55 radio stations throughout four states in the Midwest and is the seventh largest radio network in the country. NRG Media is headquartered in Cedar Rapids, IA and is led by CEO Mary Quass. For more information, please visit www.nrgmedia.com.

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