



For Immediate Release



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Matt Price Named New Host of PM Drive

Omaha, NE – July 10, 2008 – Omaha’s new rock/adult contemporary music station, “The Big O”, KOOO-FM, has a new on-air talent for its afternoon drive program. NRG Media-Omaha FM Operations Manager and Big O Program Director Nevin Dane announced Matt Price as the new PM Drive host for the weekday 3pm-7pm timeslot. “Matt has a great delivery on the air with his wit, sense of humor and maturity. He really encompasses what we are trying to accomplish with this radio station in attracting adults 25-54 and appealing to the female listeners,” stated Dane.

Price has roots in the Omaha market when he worked for the Waitt Radio Networks, based in Omaha, as an on-air talent for their active rock, classic rock and lounge formats airing in multiple markets. In addition, he was the co-host of the exclusive News/Talk Morning Show in Hot Springs, Arkansas from 2004-2006 before returning to Omaha.

Price launched his radio career a part-time talent for KFOR, KLMS and KRKR in Lincoln from 2001-2003. He co-produced Husker football programming including the “Husker Tailgate Show” and “Average Joe Sports Show.” On the move to the Big O, Price stated, “I’ve been listening to this station since its launch in January and knew it was the right fit for my talents. I am thrilled to be part of the NRG team in Omaha and have the opportunity to work with some of the best talent in the business!”

The afternoon drive program will maintain a music intensive format, but will include traffic elements, entertainment news and information listeners expect on the drive home, according to Dane. “The Big O” weekday lineup also features “The Big O Morning Show with Allison Steele and Tommy O” airing 5:30am–10:00am weekday mornings, followed by long-time Omaha broadcaster Shari Stone in MIDDAYS from 10:00am-3:00pm.

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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