



Official Press Release: For Immediate Distribution

The contents of this Press Release are intended to provide our partner stations and broadcasters with the basic resources and information for use in articles, press releases, and interviews regarding RadioFlag and its objectives.

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It is our goal to ensure that this process is quick and easy for any and all of our partners or interested parties. Please contact info@radioflag.com with any questions or requests regarding content within this guide.



Radioflag announces the RadioStar Awards

The Radio Star Awards are now live!

RadioFlag is reaching out to you now to ensure that every college station in America has the opportunity to be a participant during and beyond the inaugural Radio Star Awards. The unique and talented DJs representing these independent stations will have access to our growing network of radio listeners / users, and will have the chance to win a cash prize, not only for themselves, but also for their radio station.

Each winner will receive a \$500.00 cash scholarship prize from RadioFlag, while also winning an additional \$500.00 prize on behalf of their station. Furthermore, the winners will be published in the international publication Radio World™, bringing a new level of visibility to these high-quality DJs and the stations they represent. In order to participate, stations must create an official station user profile, and cast their nominations for the categories Best Music Show, Best Talk Show, Best Sportscast / Sports Show, Best Variety Show, and Best Artist by April 2nd, 2012.

Stations should choose the shows they feel stand out as particularly unique among the incredibly varied programming they offer. These are shows that break barriers and turn heads, the kind of programming that knocks commercially homogenized broadcasting off its feet. We require nominations from at least 5 different stations for each category to ensure a fair and balanced competition, before officially qualifying as an awards category. So, in the spirit of further promoting College Radio, we recommend that stations reach out to other college stations and encourage them to join us in celebrating College Radio, by submitting their nominees for the Radio Star Awards.

Winners will be announced on May 15, 2012.

The rules are posted in detail at <http://bit.ly/radiostarawards>. It is actually quite simple to make certain your station, show and DJ best qualifies as a winner: Have your DJs sign up for RadioFlag and “flag” (or make posts) regularly, and get your campus involved by talking on air about how your listeners can find your station and shows on RadioFlag! By bringing your listeners onto the application, you will open up new and exciting avenues of communications between them and your DJs. Furthermore, because RadioFlag allows your listeners to access your station through mobile platforms, student listeners can keep in touch with your station during the busy academic session.

RadioFlag facilitates free-flow of information, which serves to promote college radio programming while enabling all participating stations to connect with new listeners and thus grow their audience. We look forward to receiving entries from every participating station across the nation, nominating their broadcasters for the Radio Star Awards, prior to March 15, 2012 and getting your station the attention it deserves!

For More Information, Please Contact:

Cherene Etemadi
Manager, Social Media and Promotions
RadioFlag, Inc.
www.radioflag.com
cetemadi@radioflag.com
(949) 292-6510

What Is Radioflag?

RadioFlag is a Social Media and Content Discovery Platform for a New Generation of Radio Listeners.

RadioFlag is social media and content discovery platform for radio. The service allows users to discover new stations, new DJ's and Talk Radio Hosts, and stream their personal favorite stations from their smartphone or computer, regardless of where in the world they might be. Not only can listeners tune in, but RadioFlag provides the unique connection to live radio DJs and their listeners, fostering communication beyond the call-lines.

The service offers social connectivity between members of a live radio audience, and links radio listeners through music, lifestyle, opinions, news and trends. In addition, our users are creating an awareness of where the most unique, live, on-air talent can be found. Our mission is to spotlight college and independent radio stations by placing them on equal footing with the larger, well-financed commercial stations.

RadioFlag launched from the University of California, Irvine (UCI), with support from campus station KUCI on April 4, 2011. RadioFlag launched its website nationally in October 2011. The company is comprised of over 20 people, including mostly young and talented software engineers and social media and marketing professionals. Respected radio industry professionals have also joined the team to help the effort.

From the company's launch at a single college station, RadioFlag has now expanded on a large scale, connecting with over 300 college stations and creating a College Radio Advisory Board, established to help better guide RadioFlag in supporting college stations across the station. Considering that most of the RadioFlag team consists of recent college graduates or current college students, its not hard to see the natural connection between RadioFlag and college radio.

As RadioFlag approaches the one year anniversary of its launch, RadioFlag plans to make significant changes to its platform, adding new and improved features for its users to enjoy. With over 300 unique college radio stations, and more than 10,000 stations to browse through, the RadioFlag service will continue to evolve, making DJ's and their shows the center of the RadioFlag experience.