



PRESS RELEASE

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Neighbouring West Sussex Radio Stations confirm Merger

It was announced today that following recent shareholder meetings of both Bright FM and Splash FM, agreement has been met between the respective board of Directors and the companies will merge.

The decision followed 3 months of detailed analysis of the two businesses and how working together Splash FM and Bright FM can bring about best practice, strengthen each brand, reduce operating cost and hence increase shareholder value, whilst retaining their distinct local feel. Approval to co-locate the stations has been granted by industry regulator Ofcom.

The new company will operate from headquarters in Worthing whilst retaining a regional sales office and full broadcast studio facilities in Burgess Hill.

Managing Director of the new company will be Allan Moulds, currently MD at Bright FM. Joining Allan in the management team will be Operations Director David Cunningham, who will be leading the technical integration. The composition of the board of directors will be evenly drawn from the two companies and includes veteran broadcaster David Hamilton. Speaking of the development David said, "We are delighted to have someone with Allan Moulds's track record at the helm of the new company and look forward to a prosperous future".

Allan Moulds commented, "Bringing these two great local radio stations together presents a unique opportunity to improve performance and further enhance the service they provide to their respective local communities"

Chair of the new venture, James Brathwaite CBE said "The plans are very exciting; we now have a new model for local media. The combined business will provide the scale and resources to drive the sort of growth that neither business could do on its own. In turn this will lead to the launch of a range of new platforms in a phased expansion programme"

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For further information please contact:

Allan Moulds, Managing Director Bright FM 01444 248127

Email: allan@bright1064.com

David Cunningham, Operations Director, Splash FM. Tel: 01903 221890

Email: david.cunningham@splashfm.com

Additional Info:

Bright FM is the independantly owned radio station for Mid Sussex, operating from studios in Burgess Hill and was launched in 2001. Splash FM, also independently owned, is the radio station for Worthing and surrounding area and celebrates its fifth year on-air next month. The combined population served by the two stations is over 250,000.