

# Press Release

April 1, 2008



**Cumulus Media Inc. launches their new Local Social Website “indianapoliscooks.com” using We-Create’s ConnectorSocial (TM) platform.**

Indianapolis, IN and Waterloo, ON. - Cumulus and We-Create Inc. today introduced the new Indy Cooks website (indianapoliscooks.com) to the Indianapolis marketplace.

The Indy Cooks site (indianapoliscooks.com) is an innovative online revenue generating website that brings together people who share common interests. With its compelling look, social networking features and rich content it is positioned well to become one of the top landing sites for WFMS 95.5, 104.5 Jack FM and WWFI 93.9 listeners and the local community. This station-branded social site functions essentially as a mini MySpace or Facebook but will be focused on local citizens and the businesses that serve them. This unique content filled site will allow users to create profiles, link to pics and videos on YouTube and Flickr, blog and add friends. Cumulus Indianapolis will have the opportunity to monetize this website through offering local and national businesses with multiple on-line advertising spots. “We are very excited that Cumulus has chosen our ConnectorSocial (TM) product platform to launch their new Indianapoliscooks website on” says Cam Ruttle, Vice President, We-Create Inc.

## About Cumulus Media

Cumulus Media owns and operates FM and AM radio station clusters serving mid-size markets throughout the United States. They are the second largest radio broadcasting company in the United States based on the number of stations owned or operated. According to Arbitron’s Market Report and data published by Miller Kaplan, they have assembled market-leading groups or clusters of radio stations that rank either first or second in terms of revenue share or listener share in substantially all of their markets. Cumulus Media presently operates 310 radio stations in 61 markets throughout the United States along with owning a multi-market network of five radio stations in the English speaking Caribbean.

## About We-Create Inc.

We-Create is a leader in Internet technologies applied to real-world, real-people interactions. With its innovative network of systems, called Connectors, We-Create combines the powers of Social networking with the strength of real human interaction to create Locally Engaged Online Communities. We-Create has worked with numerous stations from national radio chains to independents. Our radio websites consistently generate new streams of revenue, expand the radio stations’ audiences and enhance the loyalty and interaction with existing listeners beyond expectations.