



CUMULUS WILMINGTON



Press Release

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FOR IMMEDIATE RELEASE

CUMULUS MEDIA Wilmington's Coast 97.3/WMNX

Kicks Off Punt, Pass, & Kick Contest to Benefit Athletic Departments At Four Area High Schools

Wilmington, NC, September 12, 2019 – CUMULUS MEDIA announces that its Wilmington radio station, Coast 97.3/WMNX will kick off its first annual Punt, Pass, & Kick contest this football season on Friday, September 13th at Eugene Ashley High School's home football game against South Brunswick High School (Southport, NC). Eugene Ashley High School is the first of four local high schools selected to hold the Punt, Pass & Kick contest at the half time of one their respective varsity football games. Attendees that meet contest requirements will be able to register at the football games to win the chance to punt, pass, and then kick the ball from one end of the field to the other. The contestant to successfully do so will win \$10,000, half of which will go to the contestant and the other half of which will go to the hosting school's athletic department.

Eric McCart, Vice President/Market Manager, Cumulus Wilmington, said: "We'd like to thank our sponsors Papi's Chicken, Piggly Wiggly, and the Marines, and we look forward to seeing everyone out at these games this fall. We're very excited to be a part of the half-time experiences at these upcoming gridiron match-ups!"

The first Punt, Pass & Kick contest will be held at Eugene Ashley High School on September 13th, the second at Pender High School on Friday, September 27th, the third at North Brunswick High School on Friday, October 18th, and the fourth at New Hanover High School at Legion Stadium on Friday, November 1st. Registration at all of the games is under the Coast 97.3 tent next to the ticket booth or the main entrance, starting at 6pm and ending at kick-off at 7pm.

For complete rules and requirements for the Punt, Pass & Kick contest, visit: www.coast973.com.

CUMULUS MEDIA operates five radio stations in Wilmington, including: Cape Fear's Country Leader "Double Q" 101.3 (WWQQ), Today's Hits & Yesterday's Favorites 102.7 "GNI" (WGNI), Coast 97.3 (WMNX), 94.5 The Hawk (WKXS) and News, Talk & Sports 980 The Wave (WAAV).

ABOUT CUMULUS MEDIA

CUMULUS MEDIA (NASDAQ: CMLS) is a leading audio-first media and entertainment company delivering premium content to over a quarter billion people every month — wherever and whenever they want it. CUMULUS MEDIA engages listeners with high-quality local programming through 428 owned-and-operated stations across 87 markets; delivers nationally-syndicated sports, news, talk, and entertainment programming from iconic brands including the NFL, the NCAA, the Masters, the Olympics, the American Country Music Awards, and many other world-class partners across nearly 8,000 affiliated stations through Westwood One, the largest audio network in America; and inspires listeners



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through its rapidly growing network of original podcasts that are smart, entertaining and thought-provoking. CUMULUS MEDIA provides advertisers with local impact and national reach through on-air, digital, mobile, and voice-activated media solutions, as well as access to integrated digital marketing services, powerful influencers, and live event experiences. CUMULUS MEDIA is the only audio media company to provide marketers with local and national advertising performance guarantees. For more information visit www.cumulusmedia.com.

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