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PRESS RELEASE

FOR IMMEDIATE RELEASE

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NonStop Radio Puts Its Money Where Its Mouth Is

Madison, WI February 2, 2007 - NonStop Radio, a nascent project dedicated to supporting the future of Progressive Talk, today signed a deal to begin paid advertisements on The Mic 92.1, Madison's Progressive Talk station. NSR sees this as a vital step, not only in gaining exposure for its cause, but in being true to its purpose.

In ads designed to call attention to the need for activist help in markets around the country, NonStop Radio hopes to drive traffic to its website, NonStopRadio.com, a clearinghouse of information about how to win the fight for Progressive Talk nationwide. "Our message, put most plainly, is that people need to support their local Progressive Talk outlets," says Aldous Tyler, Administrator of NSR, "so it only makes sense that we lead by example." Tyler cites that myths about the Progressive Talk format, such as that it boasts few listeners and those that do tune in don't support the advertisers, are dispelled by looking at the facts surrounding the success stories throughout the country.

"But more than that," Tyler adds, "people want to be assured that their advertising dollars, put into Progressive Talk outlets, are a good investment. We are going to prove once and for all how effective Progressive Talk is in promoting its sponsors, by running our campaign and letting anyone who wishes to look at our results do so." To that end, Tyler is willing to let anyone see the amount paid for the airtime gotten, the market data and ratings, and the amount of traffic and donations raised before and after the ad campaign's debut.

The NonStop Radio project was founded in December of 2006 when the people of Madison, Wisconsin succeeded in standing up and demanding that their Progressive Talk station, The Mic 92.1, stay on the air despite the station owners' plans to change its format. People from other markets around the country sent pleas for help with their fights to do the same in their local areas. NonStop Radio was formed to spread the success had in Madison to the rest of America.

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