

Verge Radio Network

Media Converges at RadioChanged.com

FOR IMMEDIATE RELEASE:

Verge Network Re-Thinks Syndication In the Era of Media & Consumer Device Convergence



Nashville, TN – February 1st, 2011 – Verge Network, Inc., a syndicator of content and services to Radio Stations, announced it has officially launched operations from offices in Nashville, Kansas City, and Little Rock – on-line at www.RadioChanged.com. The company has also named three senior executives: Steven Ludwig joins the company as President (Steven.Ludwig@RadioChanged.com); Grant Merrill signs on as VP/Sales (Grant.Merrill@RadioChanged.com); and Dan Holiday joins as VP/Operations (Dan.Holiday@RadioChanged.com). A recruiting search is under way for a National Sales Manager.

“Smart phones are dramatically changing how listeners do just about everything, and our audiences have moved way beyond websites. Verge Network has gone to school on those behavior changes in listeners, anticipated the strong up-side for Radio in the smart phone world, and what tools broadcasters will need to adapt to all of this rapid change,” commented Ludwig.

Holiday added, “We’re providing a lot of traditional content you’d expect from a syndication company, but we’re gearing everything we do to integrate with the on-line environment. Better content, on-air and on-line, without extra work at the station level. That’s the big difference.”

“We’ve been re-thinking syndication from the standpoint of Radio Stations that need to outsource content and services to grow and thrive. Radio people see what’s going on with the audiences and they look for concrete ways to adapt, so we’re focused on practical solutions. Things are changing fast. We get it. But we’re actually *doing* something about it,” added Merrill.

Verge Network will begin announcing its content and services line-up this week. The Verge team is available by phone toll-free at (855) 99-VERGE and on-line at www.RadioChanged.com.

- 30-

About Verge Network, Inc.

Verge Network, Inc. is a syndicator of content and services to Radio Stations in the US with offices in Nashville, Kansas City, and Little Rock. The company seeks to provide broadcasters with tools and expertise to adapt and thrive in the era of media and consumer device convergence. (855) 99-VERGE Tel (615) 807-3334 Fax www.RadioChanged.com



Nashville Kansas City Little Rock
(855) 99-VERGE Tel (615) 807-3334 Fax www.RadioChanged.com