



For Immediate Release

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Radio Station POWER 106.9FM Behind Credible Omaha Stimulus Package

Omaha, NE – September 15, 2008 – Today's Hottest Jamz, POWER 106.9 (KOPW) revealed on the air today that it is the "power" behind the stimulus checks available to Omaha residents. Power 106.9FM management announced it launched the chance to receive anywhere between \$106.90 and \$1,069 in stimulus money campaign on the air to offset the lagging national economy and to boost local spending with retail merchants.

The economic stimulus campaign caused quite a stir in the community with residents of all ages looking forward to their stimulus checks. The campaign, which aired exclusively on Power 106.9, directed listeners to a website called www.omahastimuluschecks.com for more information. At the site, users were told that the campaign launches officially today, September 15, 2008 (the Quarterly Tax Filing deadline) for a chance to earn a stimulus check. Many residents in the local area contacted the Omaha Mayor's Office to learn more. Mayor Mike Fahey initially refuted the stimulus campaign and immediately sent out a press release stating "Omaha Police Looking Into Bogus Website."

In the end, Power 106.9 staffers say the campaign worked more effectively than they could have ever dreamed. Program Director Bizzy B stated, "We wanted to create excitement and give money reflective of our station frequency to help boost the economy. We are certainly accomplishing that, plus getting some excitement we never anticipated." The news of the economic stimulus package aired on media throughout the Omaha market including on competitor radio stations. "I can guarantee that the stations we compete with had no idea they were talking about Power 106.9 the entire time. Even the dollar amount of \$106.90 or \$1,069 didn't seem to give our plans away!"

Power 106.9 DJ's begin awarding checks ranging between \$106.90 and \$1,069 effective today. Bizzy B enthusiastically stated that the campaign has already accomplished much more than he bargained for. "We knew this was going to get our loyal listeners excited, but we had no idea it would go to this level. Ironically, the only people who seemed to catch on that Power 106.9 was behind this from the start were former radio DJ's who heard the campaign and effectively followed the trail that led back to us!"

The stimulus program officially kicks off today and continues indefinitely. For more information tune to 106.9 FM or visit on-line at www.omahastimuluschecks.com and www.Power1069fm.com.

About NRG Media

NRG Media is dedicated to providing *Great Local Radio* and is committed to being an active and integral part of the communities in which it serves. NRG Media consists of 55 radio stations throughout four states in the Midwest and is the seventh largest radio network in the country. NRG Media is headquartered in Cedar Rapids, IA and is led by CEO Mary Quass. For more information, please visit www.nrgmedia.com.

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