



Cox Radio Inks Singing Fool To Power Music Video on Station Web Sites

HADDON HEIGHTS, NJ, July, 2008 Cox Radio, one of the largest broadcasting companies in the United States, has chosen IVA's Singing Fool to power music videos on the websites of its radio stations. Cox radio owns or operates 86 stations in 19 markets, 71 FM stations and 15 AM stations. The company has created websites for each station as a way to enhance both the listener experience with the on-air product as well as with advertiser campaigns. The addition of music video is seen as a powerful tool in complementing the on-air broadcast.

"Singing Fool's enormous collection of music videos is a perfect fit for Cox Radio," notes Rhodes Mason, IVA's Director of Business Development. "Cox stations cover a number of different musical formats and our collection has the ability to handle that diversity."

Singing Fool's easy-to-implement API is making it possible to bring the stations online with video very quickly. The company estimates that 80 or the 89 stations will be live by the end of the summer. (See attached a complete list for markets and launch dates.)

About IVA IVA is a full-service content management company that operates the entertainment media websites VideoDetective.com and SingingFool.com. It also offers back-end content management services for music and movies as well as affiliate programs and video content management software.

About Singing Fool SingingFool.com is the nation's top independent site for music videos. Its half a million subscribers have created over 80,000 playlists and contribute to the sites 15 million plays each month. With over 13,000 music videos and over 200 new releases added each month, SingingFool.com has become the site of choice for music fans who are the industry tastemakers.

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	Date	Station	Call Letters	Market
1	Fri, May 23, 2008	wsbradio.com	WSB-AM*	Atlanta
2		kissrocks.com	KISS	San Antonio
3	Tue, May 27, 2008	kono1011.com	KONO	San Antonio
4		967thecoast.com	WCTZ	Stamford
5	Wed, May 28, 2008	k92fm.com	WWKA	Orlando
6		wbli.com	WBLI	Long Island
7	Thu, May 29, 2008	magic1053.com	KSMG	San Antonio
8		1075khits.com	KHTC	Houston
9		coastfm.com	WFLC	Miami
10	Mon, June 02, 2008	957jamz.com	WBHJ	Birmingham
11		wedr.com	WEDR	Miami
12		hot105fm.com	WHQT	Miami
13		987kiss.com	WBHK	Birmingham
14	Tue, June 03, 2008	93rock.com	WHDR	Miami
15		1069thepoint.com	KHPT	Houston
16		star103fm.com	KJSR	Tulsa
17		kkbq.com	KKBQ	Houston
18	Wed, June 04, 2008	countrylegends971.com	KTHT	Houston
19		y101rocks.com	WDYL	Richmond
20		y100fm.com	KCYX	San Antonio
21	Thu, June 05, 2008	hawaiian105.com	KINE	Honolulu
22		1077sfr.com	WSFR	Louisville
23		power1067fm.com	KPWT	San Antonio
24	Fri, June 06, 2008	wbab.com	WBAB	Long Island
25		kccnfm100.com	KCCN	Honolulu
26		lite1069.com	WVEZ	Louisville
27		wduv.com	WDUV	Tampa
28	Mon, June 09, 2008	thefoxonline.com	WFOX	Stamford
29		wmmo.com	WMMO	Orlando
30		power1043.com	KPHW	Honolulu
31	Tue, June 10, 2008	rock105i.com	WFYV	Jacksonville
32		kkyx.com	KKYX	San Antonio
33		wape.com	WAPE	Jacksonville
34		whqt.com	WHTQ	Orlando
35	Wed, June 11, 2008	1029i.com	WMXQ	Jacksonville
36		610wagg.com (wagg610.com)	WAGG-AM	Birmingham
37		hot981.com	WHZT	Greenville
38	Thu, June 12, 2008	kiss1041fm.com	WALR	Atlanta
39		am940hawaii.com	KKNE-AM	Honolulu
40	Fri, June 13, 2008	star94fm.com	WCFB	Orlando
41		theboneonline.com	WHPT	Tampa

42		b985.com	WSB-FM	Atlanta
43	Mon, June 16, 2008	power953.com	WPYO	Orlando
44		969theeagle.com	WJGL	Jacksonville
45		k99online.com	WHKO	Dayton
46		krater96.com	KRTR-FM	Honolulu
47		971theriver.com	WSRV	Atlanta
48	Tue, June 17, 2008	650amhawaii.com	KRTR-AM	Honolulu
49		k95country.com	WKHK	Richmond
50		953theeagle.com	WZLR	Dayton
51		star999.com	WEZN	Bridgeport/ New Haven
52		k955fm.com	KWEN	Tulsa
53	Wed, June 18, 2008	wdbo.com (580wdbo.com)	WDBO-AM*	Orlando
54	domain changed 8/28/08	965klr.com (965theplanet.com)	WKLR	Richmond
55		wplr.com	WPLR	Bridgeport/ New Haven
56		955thebeat.com	WBTS	Atlanta
57		spirit1023.com	KKCM	Tulsa
58	Thu, June 19, 2008	wokv.com	WOKV- AM/FM*	Jacksonville
59		mix1037.com	WMXB	Richmond
60		1073theeagle.com	WXGL	Tampa
61		mix96tulsa.com	KRAV	Tulsa
62		birminghamseagle.com	WBPT	Birmingham
63	Fri, June 20, 2008	krmg.com	KRMG-AM*	Tulsa
64		943wybc.com	WYBC	Bridgeport/ New Haven
65		97xonline.com	WSUN	Tampa
66		newcountry973.com	WNCB	Birmingham
67	Mon, June 23, 2008	1015thepoint.com	WPOI	Tampa
68		Newstalkradiowhio.com (1290whio.com)	WHIO- AM/FM*	Dayton
69		wzzk.com	WZZK	Birmingham
70		newmagic949.com (949online.com)	WWRM	Tampa
71	Tue, June 24, 2008	wstcwnlk.com	WSTC/WNLK*	Stamford
72		tampabayschristianmusic.com	WWRM (HD2)	Tampa
73		1073jamz.com	WJMZ	Greenville
74	Fri, July 18, 2008	newcountryq1031.com (newcountry1039.com)	WQNU (WPTI)	Louisville
75	Thu, July 31, 2008	countrylegends1039.com (wrka.com)	WRKA	Louisville
76	Thu, Sep 04, 2008	party931.com	WHDR (HD2)	Miami
77	Mon, Sep 08, 2008	clarkhoward.com*		Personalities

78	Wed, Oct 08, 2008	960theref.com	WRFC-AM*	Athens
79	Wed, Oct 08, 2008	1340wgau.com	WGAU-AM*	Athens

* Talk stations (no music content)