

FOR IMMEDIATE RELEASE

Monday, August 8th, 2011

Colorado Broadcasters Association names Justin Sasso as President and CEO.

The CBA Board of Directors is pleased to announce the selection of Justin Sasso as the next President and CEO of the Colorado Broadcasters Association. After a four month nationwide search, the CBA search committee and Board are pleased to have found the right leader here in Colorado and someone very familiar with broadcasters in our state.

Justin was the past Chair of the CBA and has been on the board for five years. He is currently the General Manager of his family-owned station, KFKA-AM, in Greeley, Colorado, a job he's held for nine years. Justin has been active in many organizations and boards including the Greeley Transitional House, A Kid's Place (C.A.R.E), El Pomar's "Northern Colorado Empty Stocking Fund," and as an Advisor to The University of Northern Colorado's student newspaper, "The Mirror".

"We're very excited about the leadership Justin will bring to our organization and our members. Justin knows Colorado, he knows the broadcasting business and he has a strong vision for enhancing membership value in the future," says Byron Grandy, Chair of the Colorado Broadcasters Association. "The CBA Board is committed to strengthening the value this organization brings to its members, and we are confident Justin Sasso is the right leader to do that. We very much appreciate the support of the members during this transition," he added.

In his acceptance statement Justin said, "I've been a part of family-owned broadcasting for most of my career. Assuming the responsibilities of the President and CEO's position at the CBA is an exciting opportunity to work with the entire family of Colorado broadcasters. Broadcasting has inspired me for much of my life and the Colorado Broadcasters Association affords me the opportunity to share that inspiration. The future holds exciting challenges for all of us in radio and television and I look forward to meeting those challenges head on. I am humbled and thrilled to be the board's choice," he said.

Justin will assume his new position with the CBA on August 22, 2011.

Board of Directors, Colorado Broadcasters Association