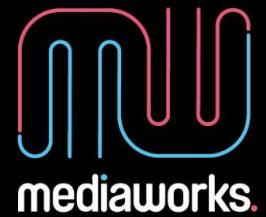


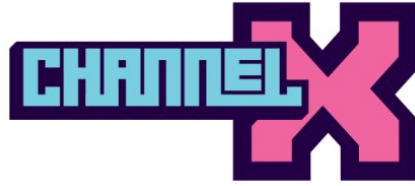
MEDIAWORKS MEDIA RELEASE

8 MAY 2023

FOR IMMEDIATE RELEASE



MEDIAWORKS WELCOMES A NEW MUSIC ONLY RADIO STATION TO THE WHĀNAU



MediaWorks is *x-cited* to confirm that today their stable of 9 leading music and entertainment radio brands is expanding to welcome a new radio station. **Channel X** is now live across 16 frequencies spanning Aotearoa from Auckland to Bluff.

In recent weeks MediaWorks has also expanded its audience reach by introducing **The Rock, The Breeze, George FM, Magic** and **Mai FM** into new regions throughout the country.

MediaWorks Director of Content Leon Wratt says:

“We’re thrilled to be able to take some of our most popular brands into new markets, and with **Channel X** introduce a new type of station that we’ve designed to appeal to people who may not be regular radio listeners. **Channel X** will be a music lover’s dream, 24/7 anthems with no DJ chat. We’ll be tapping into a wide and slightly more alternative playlist from both local and international artists that Generation X grew up with, and trends show Generation Z are now falling in love with.

“It will be like we borrowed your CD wallet from your teens. Expect everything from Radiohead, No Doubt, Arctic Monkeys, Fatboy Slim, The Cure, Supergroove and beyond.”

MediaWorks Interim CEO Wendy Palmer expects **Channel X** to be a disrupter in the radio space.

“This brand new nationwide music radio station, coupled with the new Duncan Garner Editor-in-Chief podcast, announced on Friday, shows MediaWorks’ ongoing commitment to broadening and strengthening its broadcast radio and digital offerings to suit changing consumer needs.

“We aim to be New Zealand’s first choice for media and these new products complement our leading music brands, giving Kiwis even more listening options every day.”

Channel X kicked off at midday today with The Killers “When You Were Young” as the first track. For more information on how to listen and our updated frequencies please see the following page.

ENDS

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MediaWorks is New Zealand's leading radio and outdoor media company with over 2.4 million weekly listeners and over 5,000 outdoor touch points nationwide. The company owns and operates radio brands The Edge, The Rock, More FM, The Breeze, The Sound, Mai FM, George FM, Magic, Humm FM, Channel X and rova. MediaWorks brands and people are household names with local, highly engaged audiences. www.mediaworks.co.nz



Channel X will be available on the rova app, rova.nz and on the following frequencies:

Auckland - 106.2	Oamaru 100.8
Blenheim 95.3	Queenstown 91.2
Dunedin 100.6	Rotorua 95.1
Hamilton 104.2	Southland 94.0
Hawkes Bay 106.3	Tauranga 100.6
Kapiti 99.1	Timaru 105.9
Manawatu 94.6	Wairarapa 98.3
Nelson 96.0	Wellington 104.5

George FM is new to the following markets:

Christchurch 95.3 FM
Dunedin 96.6 FM

The Breeze is new to the following markets:

Mid Northland 100.7FM
Whangarei 90.8FM
Gisborne 94.9

Magic is new to the following markets:

Alexandra/Cromwell 95.9FM
Waikato 100.2FM

The Rock is new to the following markets:

Kaikoura 89.1 FM
Picton 92.3 FM
McKenzie Country 91.0 FM

Mai FM is new to the following markets:

Wanganui 96.0 FM
Reporoa 98.0 FM