



## **KELLY EDWARDS JOINS RADIO DISNEY AS DIRECTOR OF MUSIC**

Burbank, January 15, 2008 ... Radio Disney has named Kelly Edwards Director of Music, it was announced today by Ray De La Garza, Vice President of Programming, Radio Disney to whom she reports.

"Kelly has both solid relationships in the music and radio industry and a great appreciation of the music kids enjoy and the value and trust parents put in Radio Disney," said De La Garza.

Based at Radio Disney's Burbank, California, headquarters, Edwards will serve as the kid-driven, mom approved radio network's liaison to the music industry and will oversee on-air playlists as well as music and artist strategy. Edwards joins Disney from CNN and Radiovisa where she was National Director of Sales and Marketing. Previously she was Director of Music & Promotions for Premiere Radio Networks and Vice President at Prism Entertainment.

Edwards affirmed, "It's an exciting time for the Radio Disney format with some really phenomenal artists, both current and upcoming. I'm looking forward to working with the labels to further grow our playlist and continue to bring tweens and their parents the best music mix possible. I couldn't be more thrilled to join the Radio Disney team!"

Radio Disney is a 24/7 radio network devoted to kids, tweens and families. Kids help pick the music that is played and are encouraged to interact via a toll-free line to the Radio Disney studio. The network's current playlist, driven by listener requests and representing major record labels, includes recording artists Miley Cyrus as Hannah Montana, Jonas Brothers, Corbin Bleu, Ashley Tisdale, Aly & AJ and Rihanna.

Radio Disney is the No. 1 destination for kids, tweens and families on the radio. It is available to 97% of the U.S. on over 50 terrestrial radio stations and through most of South America. In the U.S., it is also available on RadioDisney.com, XM and Sirius satellite radio, iTunes Radio Tuner, XM/DIRECTV and mobile phones. Kids, tweens and families can also download Radio Disney programming via the iTunes Music Store. Radio Disney brand extensions include multiple Radio Disney Jams CDs from Walt Disney Records.

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