



FOR IMMEDIATE RELEASE

September 8, 2009

Contact: Paul Woodhull, 202.544.4457, paulwoodhull@buildbettermedia.com

GAME DAY WEATHER HITS THE GROUND RUNNING WITH MSS AND RED ZEBRA BROADCASTING

Washington, DC - Media Syndication Services (MSS) and Red Zebra Broadcasting, owner and operator of Washington, DC's WTEM AM980 and the Redskins Radio Network, announce the launch of Game Day Weather, a localized daily feature for sports stations that analyzes NFL match-ups and how prevailing weather will impact the game. Red Zebra will begin airing the feature on its stations today, September 8, 2009.

Game Day Weather boasts a team of writers, researchers, and announcers who update the 60-second report three times per day, Monday through Saturday, or as weather news happens. More than a weather report, Game Day Weather identifies the key match-ups and pivotal role players and breaks down with data how weather conditions might affect the outcome of the game.

"The two greatest conversation starters in our society are the local team and the weather. Game Day Weather brings them together brilliantly," says Bruce Gilbert, Chief Executive Officer of Red Zebra Broadcasting. "This localized feature is smooth, professional, and packed with facts that will help sports fans effectively predict the performance of their favorite team." Adds Gilbert, "We think it should be a staple on all sports talk stations or any station that wants to effectively align itself with the local professional team."

"Game Day Weather gives ardent sports fans a special edge," says Paul Woodhull, President of Media Syndication Services. "We're thrilled to be first-to-market with this compelling service for broadcast radio."

Game Day Weather is fed directly to stations via mp3 and ftp and is available on a barter basis. In addition to the local match-ups, Game Day Weather affiliates receive a bonus "Game Changer" feature identifying the one game of the week where weather will play the largest role in the game's outcome.

Media Syndication Services is a full-scale media construction company that builds, markets, distributes, and monetizes stellar national talk radio content. www.buildbettermedia.com

Red Zebra Broadcasting (RZB) is based in Washington, DC and operates nine radio stations. It produces and distributes live play-by-play coverage of the Washington Redskins on flagship WTEM and the Washington Redskins Radio Network. The company was established in 2006.

###