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MILE HIGH SPORTS RADIO TO SIMULCAST ON FM 93.7

DENVER, Colo. – On Tuesday, July 27, 2010, Mile High Sports Radio (AM 1510 – KCKK) announced that it will begin airing a simulcast of its broadcasts on FM 93.7 in the Denver market, effective immediately and carrying 100 percent of its content.

“This is a huge step for Mile High Sports Radio,” said James Merilatt, the company’s president. “We are constantly looking for ways to deliver our product to even more listeners, providing the greatest sports fans in America with the type of sports talk they crave, and adding FM 93.7 to our distribution model helps us accomplish that goal.”

A simulcast on FM is just the latest step for a company that will celebrate its third anniversary on Friday, July 30, 2010. Since its inception, the locally owned station has seen its live, local programming grow from a few hours per week to more than 80, has become the official play-by-play home of such marquee teams as the Colorado Avalanche, Denver Nuggets, Air Force Falcons and Metro State Roadrunners, and has now become the only sports talk station in Denver to simulcast on both AM and FM.

“This is an exciting day for our loyal listeners, play-by-play partners, on-air talent and advertisers,” added Merilatt.

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Mile High Sports also produces a monthly magazine entitled *Mile High Sports Magazine*. For more information on Mile High Sports and for daily radio show lineups visit www.milehighsports.com.