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PRESS RELEASE

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It's Official!
Governor M. Jodi Rell Proclaims *Guy in the Sky Internet Radio Day*
And Newtown Savings Bank Kicks Things Off Right

DANBURY, CT (November 26, 2007) – Governor M. Jodi Rell helped to kick off United Way of Western Connecticut's third annual Guy in the Sky fundraising campaign by official proclamation that November 26, 2007 is "Guy in the Sky Internet Radio Day."

Heavy rain on the first day didn't dampen the spirits of Neil and his morning show sidekicks Allison Stockel and Jared Landess. Adding to that talent, Peter Delloro of WPLR, WHCN, and KOOL 96.7 fame joined Neil for the morning to afternoon show.

A number of people stopped by throughout the day to show their support, and the big donation of the day belonged to Newtown Savings Bank. John Martocci, President & CEO of the bank, dropped by to chat with Neil and hand-deliver a check from the bank and its employees in the amount of \$3,500!

About Guy in the Sky

Radio personality Neil Hedley is on his third run hosting "Guy in the Sky," a three week marathon broadcast from atop a billboard at 2 Stony Hill Road in Bethel (across from Target).

Neil will camp out 24/7 on a billboard platform some 30 feet off the ground to raise money for the United Way of Western Connecticut and to build awareness around the important work United Way promotes within the community. Last year, over 700 donors contributed to the event for a total of over \$180,000.

Largest Local Internet Fundraising Event in the History of Web Radio

Since his last stint on the billboard, Neil has branched off from the airwaves to establish Charity Road Shows, a national organization that produces creative radio events to raise money for nonprofits.

This year, Guy in the Sky will broadcast live over the Internet to establish the largest local fundraising event in Web Radio history. Listeners will tune in to the campaign at www.guyinthesky.org and can expect exciting auctions, live round the clock banter and music, guest chefs hosting celebrity dinners, and events within the event itself!

The fundraiser kicks off on November 26th at 6 am. "It'll be like a traditional radio station in every sense except a few key things," said Neil. "Method of delivery is different, obviously. But the fact that there's no specific format is huge – it'll be like the glory days of broadcast radio, when you could hear Aretha Franklin and the Rolling Stones back-to-back. Those were the days when music

was just music, and deejays had important things to say."

But the other big differences will be that we'll have live announcers around the clock," says Hedley. "Not a single recorded shift for three whole weeks. And no commercials."

Even for the "technologically challenged," the station will be easy to listen to, with a simple 'Click here to listen' button prominent on the station's home page when the broadcast launches the Monday after Thanksgiving. The website will include photos, webcams, blogs, a calendar of events and celebrity appearances, and a live tote board that updates on a moment-to-moment basis. The event wraps up nineteen days later, on Friday, December 14th.

Great Line-up of Talent

The key players in Hedley's lineup have impressive resumes that include careers of more than twenty and thirty years each, and boast #1 ratings in markets like Hartford and New Haven. "We're not talking about minor-leaguers here," Hedley says with a grin. "You've got Peter Delloro, who only added to the legend of stations like WPLR and WHCN. Vinnie Penn gave KC101's morning show the kind of ratings that gets big bonuses for managers. And yesterday, we just added Mark Kaplowe to the roster, who back in the VERY early 80's spent nearly a decade setting the tone for what kind of radio station WPLR was going to be. But maybe the biggest buzz of all has been the return of Lich. By all accounts, after his 25 years at HCN and carving out his legacy in Connecticut radio lore, he all but vanished. I managed to find him and he's downright giddy about the prospect of getting back on the air to play the music he loves."

Hedley himself is no slouch, after having taken the morning show at WWYZ in Hartford from #7 to #1, and being named Connecticut's Favorite Morning Show in a WFSB viewer's poll before his departure in 2002. Since then, he and partner Ethan Carey helped give the morning show at WRKI in Danbury some of the best ratings in the station's 30-year history.

Events within the Event

There will be "events within the event," such as auctions to award special dinners with guest chefs, the release of a new song by a well-known singer/songwriter, and a benefit within the event as The World's Greatest Tribute to Billy Joel, BIG SHOT, takes stage with special guests THE CHRISTOPHER ROBIN BAND on Thursday, December 6th at the Ridgefield Playhouse.

Human Services Agencies Showcased

Many local human service agencies, volunteering their time to collect donations, will have opportunities to talk about their services live on the broadcast. Neil will interview staff members to give the listening audience an appreciation of how important these agencies are in the community.

United Way of Western Connecticut Benefits from the Event

All proceeds from the event will go to United Way of Western Connecticut.

Last year's campaign was extremely successful:

- Close to 700 donors contributed to the campaign;
- \$180,000 was raised in just 3 weeks
- Hundreds of businesses and individuals donated time, money, goods and services;
- Dozens of community agencies volunteered their time at the billboard site in the donation trailer and received free advertising and community exposure.

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The United Way of Western Connecticut was formed on July 1 with the merger of United Way of Northern Fairfield County, Housatonic/Shepaug United Way, and United Way of Stamford. It will distribute close \$4 million to benefit human service programs and community initiatives within the three regional areas of Northern Fairfield County, Southern Litchfield County, and Stamford. The towns covered within these regions are Bethel, Bridgewater, Brookfield, Danbury, Kent, New Fairfield, Newtown, New Milford, Redding, Ridgefield, Roxbury, Sherman, Stamford, Warren and Washington.

The United Way of Western Connecticut is a leader in mobilizing resources to improve lives and our communities. They bring together community leaders, nonprofit organizations, volunteers and businesses to focus on the most pressing needs in our community and provides the resources – human, technical and financial – to get to the heart of problems.

Media Partners:

The News-Times is providing generous print support to United Way of Western Connecticut during this event through the donation of daily ad space to run the length of broadcast (Nov. 26-Dec 14).

WRKI 195 Radio has joined the effort to get the word out through selected live remote shows and daily check-in's with Neil, as well as promotion of the event at the I95 website. In addition, I95 is sponsoring the Big Shot/Christopher Robin concert on December 6th at Ridgefield Playhouse.