



Townsquare Media Tyler | Longview Announces First Change to KNUE Lineup in More Than Thirty Years

FOR IMMEDIATE RELEASE: MARCH 20, 2015

Tyler, TX – Townsquare Media announced today that it has launched a new name for its heritage radio brand 101.5 KNUE. The new moniker of the station will be '101.5 Miranda FM.' The move is being made to honor country superstar and native East Texan Miranda Lambert, who will be bringing her "Certified Platinum" Tour to the CenturyLink Center in Bossier City, La., on Friday, March 20. The new station will feature all of today's best country, as well as highlight the career of the Lindale native.

101.5 Miranda FM will be hosted by the same radio personalities East Texas is accustomed to, with Big D and Bubba in the Morning, Danny Merrell mid-days, Big Stew in the afternoons and Buddy Logan overnight.

101.5 Miranda FM joins Townsquare Media's already successful radio cluster in East Texas that also features Classic Rock 96.1, Hot 107.3 Jamz, and Mix 93.1. The addition of 101.5 Miranda FM to the team should create some real excitement and support for hometown sweetheart Lambert.

"Having the opportunity to highlight the career of such a talented singer who calls East Texas home is one of the high points of my career," KNUE brand manager Big Stew said. "I am thankful for the support of the change from the entire Townsquare Media staff."

The change will take effect at midnight March 20 and will feature a pre-concert party on the radio at 5 p.m. with Big Stew on the afternoon drive.

The show at the CenturyLink Center will feature special guests, Justin Moore, and Jukebox Mafia.

Change is coming to East Texas today with 101.5 Miranda FM (for 24 hours, anyway)!

About Townsquare Media

Townsquare Media is a diversified media, entertainment and digital marketing services company that owns and operates radio, digital and live event properties. The Company specializes in creating and distributing original entertainment, music and lifestyle content. Its assets include 311 radio stations and more than 325 local companion websites in 66 small to mid-sized markets, a national portfolio of music and entertainment digital properties reaching over 50 million US unique visitors monthly, including Taste of Country, Diffuser.fm, Ultimate Classic Rock, Loudwire, The FW, GuySpeed, ScreenCrush and PopCrush, approximately 500 live music and non-music events annually, and Seize the Deal, an e-commerce business.

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