



FOR IMMEDIATE RELEASE

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DENVER'S ORIGINAL SPORTS STATION HITS THE AIRWAVES

Altitude Sports Radio is unveiled, 24/7 sports talk station

KSE Radio hit the airwaves with Altitude Sports Radio, a 24-hour per day sports talk station, at 7 AM this morning. Altitude Sports Radio, also known as KKSE 950 AM, joins the popular group of 92.5 The Wolf, Mix 100 and KOOL 105 which are also owned and operated by KSE Radio.

The station will carry the tagline “Denver’s Original Sports Station,” a slogan that reflects the signal’s history in the Mile High City.

“950 AM is a signal that is familiar to Denver sports fans, given that it’s been the home of the Colorado Avalanche and Denver Nuggets for most of the past 20 years, and was once a prominent sports talk station. That heritage is something powerful to tap into,” said Brenda Egger, the General Manager and Senior Vice President of KSE Radio.

Altitude Sports Radio’s weekday lineup will include some of the biggest stars in Denver media, offering sports fans a fresh take on what’s happening with local teams. Altitude Sports Radio is available via live stream on altitudesports950.com

6a-7a

The Morning Scoreboard

To start each day, listeners will get caught up on the latest in the world of sports’ previous night with a highlight-focused show hosted by radio veteran Josh Dover.

7a-10a

Hastings and Helmer

Scott Hastings is familiar to the Denver market, having been a mainstay on local radio for the past 20 years and serving as the current TV analyst for Nuggets games on Altitude Sports. Tom Helmer is a fan favorite, as well, thanks in large part to his time as a television studio host for Rockies games.

10a-1p

The Rich Eisen Show

Nationally syndicated out of Los Angeles, this show features the NFL Network’s award-winning studio host and is highlighted with guest appearances by some of the biggest names in the world of sports and entertainment on a daily basis.



1p-4p

Vic and Kyle

Vic Lombardi is a 28-time Emmy Award winner with more than 25 years of sports broadcasting experience, including a 19-year stint on CBS4 in Denver and his current role as the Nuggets studio host on Altitude Sports. Kyle Keefe is also familiar to viewers of Altitude, as he's been a part of the network since its inception, serving as a studio host for Avalanche games and being the host on various weekly programs.

4p-7p

Nate and Nalen

The tandem that was awarded "Best Radio Sports Show" in 2014 by *Westword* when they hosted together on ESPN Denver is back. Nate Kreckman and former Broncos offensive lineman Tom Nalen are reunited on what promises to be the same spirited, intelligent and engaging dialogue that set them apart from the competition.

Lauren Gardner and Julie Browman will also be in the talent lineup, contributing to both morning and afternoon programming.

"We're thrilled to launch with a lineup that features this much A-list talent," said James Merilatt, Program Director. "With more than 100 years of combined experience in sports broadcasting, this group will provide listeners with insights that are second to none in Denver."

In addition to the weekday lineup, Altitude Sports Radio will also be the play-by-play home for the Denver Nuggets, Colorado Avalanche, Colorado Mammoth and Colorado Rapids. As a result, the station will carry more live and local game broadcasts than any other radio station in the Denver market. "Having a close relationship to the teams allows us to provide our listeners with coverage and interviews they can't get anywhere else. Access to award winning talent, former and current players, as well as behind the scenes content is what makes us stand out," added Egger.

When not carrying live talk shows or play-by-play broadcasts, Altitude Sports Radio will be the Denver home of Yahoo Sports Radio. YSR reaches an estimated five million listeners per week, across more than 500 stations in the United States. Powered by Yahoo!, the largest sports content provider on the internet, the network features some of the best reporters and biggest names in sports media.

About KSE Radio Ventures, LLC and KSE Media Ventures, LLC

KSE Radio Ventures, LLC is a division of KSE Media Ventures, LLC, a Denver-based company that owns and operates multiple media businesses including Altitude Sports & Entertainment and Altitude Sports Radio; the television and radio homes of the Colorado Avalanche, Denver Nuggets, Colorado Mammoth and Colorado Rapids.