

PRESS RELEASE

11th August 2006



LEEDS UNITED'S KEN BATES SIGNS UP LEADING NEWS PROVIDER IRN FOR YORKSHIRE RADIO

IRN announced today it has signed a deal to provide its service to the new digital radio station Yorkshire Radio formed by Leeds United chairman Ken Bates. Yorkshire Radio will serve Leeds and surrounding areas from its base next to the Elland Road stadium and will broadcast 24 hours a day, seven days a week.

The three year contract will see IRN supply the station with round the clock news -including live bulletins – and of course sports news – especially football.

IRN has exclusive contracts with the Premier League, Football League and FA for football coverage on commercial radio and covers every Premier League game as well as key games in Cup competitions and the Football League .

Ben Fry, Station Director of Yorkshire Radio said: "We chose IRN not just because of their reputation for delivering high quality news but because their sports service is comprehensive as well. The football coverage is particularly impressive and that will go down well with the Leeds fans we expect to listen to the station.

"They are also technically advanced and their automation equipment means we can have live news bulletins around the clock."

John Perkins, Managing Director of IRN added: "We're delighted that Yorkshire Radio has chosen IRN as its news supplier. IRN's exclusive access to football games means we can guarantee the fans the best possible service".

For more information please contact:

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About IRN

IRN is the major news and content provider to commercial radio in the UK supplying over 300 radio stations with a combined audience of 26 million listeners ,.

It also distributes a range of other programming to commercial radio stations including the Hit 40 UK and "A" list chart shows.