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For Immediate Release:

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Meruelo Media Promotes David Criscitelli To Vice President Audio Solutions

(KPWR-FM, 105.9, 93.5 KDAY, 93.5 KDEY - Los Angeles) Meruelo Media, owners of Power 106 Los Angeles, 93.5 KDAY and 93.5 KDEY, is pleased to announce the promotion of David Criscitelli. Criscitelli, previously Local Sales Manager, has been named Vice President of Audio Solutions. Criscitelli will serve Meruelo's unwavering commitment to deliver an exceptional customer experience on the national and local levels.

David Criscitelli's promotion reflects Meruelo's continued focus on transforming the sales department to Meruelo Audio Solutions, a team focused on creating innovative marketing programs for clients looking to access and activate in Southern California. Criscitelli will oversee all aspects of Meruelo's local, regional and national sales.

Otto Padron, President/COO Meruelo Media said, "David is a true fire starter, a motivator with a can-do everything attitude. David combines unparalleled knowledge of our industry with a mature perspective and deep market relationships for the development of broad strategic marketing solutions for our clients."

"I am excited for the opportunity to lead our great talented team and trusted brands," said Criscitelli. "It's an honor to be part of this legacy that continues to evolve on various media platforms and experientially. It is an exciting moment in our industry. Our radio and television properties are consolidating, providing even more opportunity and cohesive solutions for our clients. I look forward continuing to offering Los Angeles advertisers access to our important audiences."

Criscitelli began his career at Group W Radio Sales and Interep in New York City and is a graduate of William and Mary in Williamsburg, Virginia.

Power 106 and 93.5 KDAY are owned and operated by The Meruelo Group, a privately held, diversified management company founded in 1986 by US Latino business executive Alex Meruelo. Meruelo Media is the largest minority owned Media Company in Southern California.