



FOR IMMEDIATE RELEASE:

November 18, 2009

KTRB "XTRA Sports 860" Enters New Long-Term Contract to Broadcast Oakland A's Games Through 2019

Club Reaches Ten-Year Agreement with the San Francisco-Based Station

OAKLAND, Calif. – Continuing a relationship which was forged last year, the Oakland Athletics and XTRA Sports 860 (KTRB) have agreed to terms on a new 10-year contract for the station to acquire radio broadcast rights for the Oakland A's Radio Network for the upcoming 2010-2019 seasons.

XTRA Sports 860, a San Francisco-based station featuring a daily sports format, will broadcast all 162 regular season games, up to 20 Spring Training games, and all post season games.

"This announcement represents a major milestone in the broadcast coverage of Oakland A's baseball," said Ken Pries, the team's vice president of broadcasting and communications. "In entering into this new long-term agreement with XTRA Sports 860, we will be providing the continuity and strong signal (50,000 watts) that A's fans want and deserve. We are extremely excited about the potential of our talented young team and look forward to showcasing them on a major Bay Area station which offers an daily-sports programming option in the marketplace."

"This new agreement builds upon the strong foundation that we laid in 2009 as both a new sports station and the new radio home of the Oakland A's," said Jim P. Pappas, XTRA Sports 860's Vice President and General Manager. "The station is now positioned to continue its growth into 2010 and beyond."

One of the oldest radio stations on the West Coast, KTRB-AM 860 served Modesto and the surrounding area for 73 years before "signing-on" as a new radio station licensed to the city of San Francisco on Feb. 1, 2007. The station is owned and operated by Pappas Radio of California, LP, an affiliate of Pappas Telecasting Companies, Inc.

The Athletics' radio broadcast team returns intact for the 2010 season, featuring play-by-play announcers Ken Korach and Vince Cotroneo, as well as Ray Fosse, who joins the booth as an expert analyst for non-televized games. Korach enters his 15th season in the A's radio booth, his fifth as the club's lead play-by-play voice, while Cotroneo begins his fifth year as an Oakland A's play-by-play announcer. Fosse, former major league all-star catcher and dean of A's broadcasters, celebrates his 25th season with the Athletics' radio team, providing in-game analysis and a daily interview segment during pre-game programming.

In this new long-term relationship, the Oakland A's are retaining a certain amount of commercial advertising opportunities for sale in the Oakland A's Radio Network. XTRA Sports 860 will be marketing the balance of the commercial advertising opportunities. For information regarding the Oakland A's Radio Network, contact Franklin Lowe at (510) 563-2379. For information regarding commercial advertising opportunities on XTRA Sports 860, contact Ken Dennis at (415) 765-0567.

During the regular season, XTRA Sports 860 broadcasts will begin one hour and 25 minutes before first pitch with extended pre-game programming. Pre-game programming will include "The Bob Geren Show"—Korach's daily visit with the A's manager—and an interview segment hosted by Fosse. The post-game talk show will feature interviews, clubhouse reaction and listener phone calls.

###

For the Oakland A's, Contact: Bob Rose, (510) 563-2380, brose@oaklandathletics.com

For KTRB XTRA Sports 860, Contact: Georgette Rodarakis, (415) 623-0705, grodarakis@ktrb860.com

WORLD CHAMPIONS...1910 • 1911 • 1913 • 1929 • 1930 • 1972 • 1973 • 1974 • 1989

AMERICAN LEAGUE CHAMPIONS...1902 • 1905 • 1910 • 1911 • 1913 • 1914 • 1929 • 1930 • 1931 • 1972 • 1973 • 1974 • 1988 • 1989 • 1990

