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## European HD Radio Alliance Holds General Assembly

### *Elections and Status Reports on HD Radio™ Activities throughout Europe Top Agenda*

**Rotkreuz, Switzerland – 27 May, 2010** – The European HD Radio Alliance (EHDRA) announced today that it held its second General Assembly in Rotkreuz, Switzerland. The meeting was hosted by Radio Sunshine, a radio group which has utilized HD Radio Technology since 2006. In addition to electing a new executive committee, participants received briefings on ongoing HD Radio operations in Romania, Switzerland and Ukraine and plans to adopt the technology later in 2010 by a group of private Swiss broadcasters. The executive committee also announced it focus in the coming year on supporting successful launches of the technology and increasing communications with broadcasters and regulators throughout the region.

The new EHDRA executive committee includes chairman Jürg Bachmann of Goldbach Media, and members Gereon Joachim of iBiquity Digital, Markus Ruoss of Ruoss AG and Sunshine Radio, Andrea Sentinelli of Data Technology Consulting, and Scott Stull of iBiquity Digital.

“I am honored to continue to lead EHDRA's executive committee” said Jürg Bachmann, “We continue to see increased interest in HD Radio Technology from broadcasters and regulators across Europe, especially from private broadcasters who are concerned that new spectrum solutions for digital radio will be cost prohibitive to them. Personally, I was very excited to see the new HD Radio accessory for the iPhone. Low cost portable solutions such as this will be critical to the success of HD Radio rollout in Europe.”

“I recently returned from Bucharest, where I attended the HD Radio launch event for Radio Guerilla 94.8,” said Andrea Sentinelli, “Witnessing another HD Radio station in operation further increased my confidence that this technology offers tremendous benefits for broadcasters and listeners.”

“We encourage all interested broadcasters to become EHDRA members and actively participate in their digital futures,” said Markus Ruoss, “We realize that everyone is closely managing budgets in the current economic landscape, so we have set membership at only 450 EUR for the coming year.”

Anyone interested in more information about becoming a member in the European HD Radio Alliance is invited to visit the EHDRA website, [www.hd-radio.ch](http://www.hd-radio.ch), or contacting Markus Ruoss at +41 (41) 798 8888 or [markusruoss@ruossag.ch](mailto:markusruoss@ruossag.ch).

#### **About HD Radio Technology**

HD Radio broadcasting offers listeners of AM and FM radio the quality, choice and interactive services that consumers have come to expect from digital technologies. From iTunes® Tagging to real-time traffic and location-based concierge information to premium content, HD Radio Technology's advanced services are rapidly becoming an important complement to its signature crystal-clear sound and expanded audio

programming. Potential HD Radio telematics services include advanced navigation, premium content, mobile entertainment and targeted data services. Additional information about the technology is available at [www.ibequity.com](http://www.ibequity.com).

#### **About EHDRA**

The European HD Radio Alliance was formed in October 2007 by leading European radio broadcasters. The organization is designed to promote and support the deployment of HD Radio Technology throughout Europe. Additional information about EHDRA and becoming a member is available at [www.hd-radio.ch](http://www.hd-radio.ch).

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#### **To arrange interviews or for additional information, please contact:**

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