

**Contact:**  
**Dan Halyburton**  
(214) 707-7237  
dan@halyburton.com

**Dan Balla**  
(940) 322-1009

**FALLS MEDIA, LLC**

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# PRESS RELEASE

## Dan Halyburton joins Falls Media as Vice President

*Longtime industry veteran makes the move to ownership*

**Dallas, July 31, 2013:** Falls Media, LLC today announced that Dan Halyburton, former president of RadioTime (now TuneIn), market manager for Emmis Communications, New York, and senior vice president and group manager for Susquehanna Radio Corporation's 22 radio stations, has made an investment in the company and joins as vice president.

Falls Media owns Adult Hits KWFB-FM and Top 40 KXXN-FM, located in the Wichita Falls, TX market. The company's website is: [www.FallsMediaGroup.com](http://www.FallsMediaGroup.com).

Halyburton will leave his present position in business development with CBS's Texas State Networks in August. He will share management duties for the company's stations with Falls Media president and co-founder Dan Balla. "Dan Halyburton's extensive experience, knowledge, and industry contacts position us to begin making acquisitions in our target markets," said Balla. "From our first meeting, it was apparent that Dan shares our vision and passion for great radio, and a belief that investing in great people is as important as the properties we acquire."

"I am excited about returning to day-to-day radio operations. Falls Media has had real success in its first market, and I plan to bring my station and digital experience to help grow our stations and position us for expansion," commented Halyburton.

With Halyburton aboard, the company will seek additional capital, and focus on strategic acquisitions in mid- to large-sized markets.

Falls Media was formed in 2008 with the purchase of KWFB-FM. The company was then successful in raising funds from a local investor group, and purchased KXXN-FM in 2012. Consultant Ted Striker signed it on as "Wild 96.3" in December, 2012.

If you would like more information about Falls Media Group, or if you would like to schedule an interview with Dan Halyburton, please e-mail him at: [dan@halyburton.com](mailto:dan@halyburton.com).