

ESPN Wide World of Sports Complex and Genesis Radio Sign Broadcast Marketing Agreement

LAKE BUENA VISTA, Fla. (Sept. 7, 2011) - ESPN Wide World of Sports Complex and [Genesis Communications Radio Broadcast Company](#) announced today a unique broadcast marketing agreement that will provide greater awareness throughout Central Florida of the nearly two million athletes, coaches and fans who compete and train at ESPN Wide World of Sports Complex and other sports facilities at [Walt Disney World Resort](#).

Under the agreement, Genesis' ESPN Radio Stations, which include ESPN 1080 in Orlando, ESPN 1040 in Tampa and ESPN Play By Play 1060 in Melbourne/Cocoa Beach, will stage regular live remote broadcasts from the Disney sports complex and other Disney locations throughout the year – including at events such as the [Old Spice Classic](#), the Pop Warner Super Bowl, [runDisney](#) endurance races and the PGA Tour [Children's Miracle Network Hospitals Classic](#). Another key component of the agreement is that ESPN 1080 will be the official Orlando affiliate for [Atlanta Braves](#) spring training games at the sports complex.

The presence of the three ESPN radio stations adds another ESPN element to the sports complex, which was re-imagined with the ESPN brand last year and outfitted with 56 high-definition cameras, 40 high-definition video screens and a state-of-the-art Production Center with direct links to ESPN facilities in Bristol, Conn., Los Angeles and New York. In addition, the ESPN live radio remotes will provide sponsors with a marketing channel to reach consumers and will create more interactive options for the athletes, coaches and fans who come through the complex each year.



‘Creating a regular ESPN radio presence at our sports complex

is a natural fit and further enhances the ESPN experience that athletes, coaches and fans get when they come to our sports complex,’ “It also provides a wider platform for us to share the exciting events and athletic performances at our complex with fans throughout Central Florida and the Tampa Bay area.’

—Ken Potrock, Senior Vice President of Disney Sports Enterprises

Genesis Communications President and CEO Bruce Maduri stated: “We are very pleased to bring together the ESPN broadcast assets in Central Florida with the ESPN Wide World of Sports Complex at Walt Disney World Resort. This partnership will bring awareness to listeners in Florida of all of the great events that are happening at the complex. It also will give our sponsors an introduction to the Magic of Disney in an unprecedented activation program on the premises, over the radio and with Genesis digital assets. We are committed to offering our advertising partners every opportunity to get results. This partnership does that in Central Florida.”

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