



RETAIL RADIO BRINGS RADIO VETERAN ON BOARD

Retail Radio, the fastest growing provider of In-Store Music, Messaging and On-Hold Systems officially announced the hiring of Jim Matthews.

SACRAMENTO, CA – February 2, 2010 – Retail Radio, announced today that Jim Matthews has been hired to assist in all facets of the company. Retail Radio's Bill Louie said, "We are ecstatic to bring Jim on-board. He brings with him a wealth of music and marketing skills with over 22 years in the radio business, including a 15 year stint as a popular Air Personality for CBS Radio Sacramento. Jim also served as Music Director—working with some of the biggest names in the music industry. He has spent the past 7 years focusing on Sales and Marketing, working with both local and national clients." "This is great, I'm excited to join the Retail Radio Team," said Matthews. "I am impressed with the incredible growth and momentum of the company and Retail Radio's priorities of focusing on client services, while developing the most sophisticated proprietary technology being used today."

About Retail Radio

Retail Radio currently works with many of the biggest names in retail, including Fortune 500 Companies in restaurants, Cellular Stores and Car Companies across the U.S. and Canada. Based in Northern California, Retail Radio is privately held and operates both nationwide and internationally. For more information, visit www.retailradio.biz

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