

PRESS RELEASE

Broadcasters Foundation of America Introduces the Lowry Mays Excellence in Broadcasting Award

CLEAR CHANNEL FOUNDATION AND WILEY REIN LLP CONTRIBUTE \$125,000 IN HONOR OF LOWRY MAYS—FUNDS WILL BENEFIT BROADCASTERS IN NEED

January 19, 2010

The Broadcasters Foundation of America announced today the creation of the **Lowry Mays Excellence in Broadcasting Award**. This new award will salute its namesake, a legend in the broadcasting business. The first recipient will be named at the Foundation Breakfast during the National Association of Broadcasters spring convention in Las Vegas.

"We are very proud of this award and thank the Clear Channel Foundation and Wiley Rein LLP for their generous contribution to the Foundation's Guardian Fund in Lowry Mays' honor. This award will honor a broadcaster every year whose work exemplifies excellence in broadcasting, and all that goes with it: innovation, community service, advocacy and entrepreneurship," said Philip J. Lombardo, Chairman of the Foundation's Board.

"I am humbled and honored by this tremendous gesture," commented Lowry Mays, founder of Clear Channel. "But, more importantly, I invite all broadcasters, no matter how long they've been in this great business, to contribute to the Broadcasters Foundation of America so it can continue its great work in helping others in the industry who have run upon difficult times." Mr. Mays called on all broadcasters to donate to the Foundation and for their employers to match those donated funds. "We will be grateful for whatever contribution you can make, however modest," Mays said. "I hope donating to the Broadcasters Foundation of America will

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become a tradition for all generations of broadcasters," Mays added.

Lowry's son, Mark Mays, Clear Channel's CEO, said "Lowry brings out the best in people, and makes sure that every employee is engaged to deliver the most he or she possibly can, both to the company and to the communities they serve. This award symbolizes the inspiration that Lowry brings to the business."

Wiley Rein LLP partner and Foundation director Dick Bodorff commented, "Some say excellence is achieved when 'value and virtue' intersect. That is the epitome of Lowry Mays' life, and we couldn't be more proud than to partner with the Clear Channel Foundation to make the Lowry Mays Excellence in Broadcasting Award possible." Bodorff pointed out that the Foundation helps when broadcasters or their families encounter unexpected tragedy or hardship. "It's an important mission, and something we should all commit ourselves to," Bodorff added.

To nominate a broadcaster for the Lowry Mays Excellence in Broadcasting award, please contact Jim Thompson at the Foundation. The nominations will be open until February 15, 2010. The Foundation Board of Directors will select the award winner. James Thompson, Foundation President, 212-373-8250, jim@thebfoa.org.