

July 23, 2003



95.9 The FISH Presents THIRD DAY to Headline Second Annual FISH FEST Christian Music Festival Sunday, July 27 at the Verizon Wireless Amphitheater

Wednesday, July 23, 2003 7:00 am PDT

LOS ANGELES

market not identified:

SALM

LOS ANGELES--([BUSINESS WIRE](#))--July 23, 2003--95.9 The FISH, Salem Communications' contemporary Christian music station serving Southern California, will premiere Christian recording artists Third Day, along with Jaci Velasquez, TobyMac, Avalon, O.C. Supertones, Jeremy Camp and Joy Williams in concert at the second annual FISH FEST, sponsored by 95.9 The FISH and KKLA 99.5 FM, on Sunday, July 27 at the Verizon Wireless Amphitheater. Gates will open at 2:00 p.m, with the concert ending at 10:30 p.m.

"We knew the minute that FISH FEST 2002 finished that we wanted to make this a yearly event," said Chuck Tyler, Program Director, Salem Los Angeles. "We are tremendously excited about FISH FEST 2003. We have a great line-up, so I hope to see a lot of families join us again this year."

In addition to the Main Stage, the Festival Stage will feature alternative artists Five Iron Frenzy, Kutless, Radium and Alatheia.

The FISH Courtyard, located just outside the amphitheatre, will feature a number of family-friendly attractions, sponsor booths and exhibits. New this year is the Glory Skateboards skate park, record your own CD at the Guitar Center demo booth and a Kiddie Play Area with a bounce house and carnival. The Fish on-air personalities, including the morning show team of Ted Ziegenbusch and Lauren Kitchens, will all appear at FISH FEST.

"We had an amazingly successful first year in 2002," said Tim Taber, President of Transparent Productions, the festival producer, "and it would be incredible to sell out in our second year. I really think we might get there."

Tickets to FISH FEST, available through Ticketmaster, are \$65 for VIP tickets, \$40 loge, \$27.50 terrace and \$25 lawn. Ticket price does not include Ticketmaster convenience charge. Group Rate terrace tickets are available for groups of 15 or more through Transparent Productions, 714-573-0245. Visit www.thefish959.com or www.kkla.com for further details, or call 818-956-5552.

FISH FEST sponsors include Pacific Mortgage & Lending, Full Body Scanning, C28, Applied

Financial Planning, Sweet Jubilee, Calvary Chapel South Bay, Hope International University, Sonshine Christian Stores, COX Communications, South Coast Laser, Superior Homes, Park Place Funding, MedWeight & More, Vanguard University, Wahoo's Fish Taco, Hansen's Natural Beverages, Koinonia Foster Homes, Glory Skateboards, Biola School of Business, Concordia University, Bassett Furniture, Reliv International and Biola University Undergraduate Program.

95.9 The Fish covers Southern California from its base in Anaheim, CA. The Fish began broadcasting in August of 2000, streams on the Internet at www.thefish959.com, and received the NAB Marconi Award for Best Religious Station for 2002. 95.9 The Fish is owned and operated by Salem Communications Corporation (Nasdaq:SALM), the leading U.S. radio broadcaster focused on religious and family themes programming. Upon the close of all announced transactions, the company will own and operate 92 radio stations, including 58 stations in the top 25 markets. In addition to its radio properties, Salem owns the Salem Radio Network, Salem Radio Representatives, Salem Web Network, and Salem Publishing.

Transparent Productions is a Tustin, CA-based Christian concert promotions company that has grown to become the leading Christian concert promoter in Southern California since their launch four years ago. The company promotes upwards of 40 concerts per year at venues that range from clubs and churches to the Verizon Amphitheatre and FISH FEST. Past concerts have included such artists as DC Talk, Third Day, Delirious, Avalon, Jars of Clay, POD and many other top Christian artists.

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