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Chicken Soup for the Soul builds ad hoc radio network *Current affiliates includes 159 stations across the United States and Canada*

COS COB, Conn. - (March 31, 2010) - Thanks to an enthusiastic response from radio stations across the United States and Canada, in less than a year the Chicken Soup for the Soul Radio Network has grown to 159 stations. Established as a unique way to build relationships with fans through monthly giveaways of new books, the radio network continues to grow and surpass expectations.

"We're constantly thinking of new programs that will allow us to give back to our loyal readers," said CEO William J. Rouhana, Jr. "We appreciate their dedication to Chicken Soup for the Soul and work daily to bring them new products focused on life improvement. Our radio network partners help us to do that on a regular basis."

The network's radio stations host a variety of giveaways aimed at specific audiences, including book clubs, listener call-in contests, online forums, listener loyalty programs and more. All of these giveaways generate significant listener responses as a result of the multiple mentions of each book. Chicken Soup for the Soul provides its recently released books as the reward to the consumer for participating and calling in.

The network has grown quickly thanks to tremendous listener demand:

"The *Chicken Soup for the Soul: The Story Behind the Song* giveaway was incredible. It went over extremely well. Our listeners and Facebook fans loved it." WKDZ-FM (Nashville, TN)

"I really appreciate the Chicken Soup for the Soul shipments. Listeners love receiving the books. I look forward to the next shipment." WDIA-FM & WHAL-FM (Memphis, TN)

"Within minutes of our on-air announcement that giveaway copies are available, we run out of books. We'd like to request more books for giveaways. Chicken Soup for the Soul books are very popular in this area." Q 104 and EZ Rock (Ontario, Canada).

Quick facts about the Chicken Soup for the Soul Radio Network:

- Through its 159 stations, the radio network reaches 46.48% of the country. In many markets there are multiple stations, bringing the cumulative reach to 101.66% of the country.
- Covers 8 of the top 10 markets.
- Covers 16 of the top 25 markets.
- Membership is open to all radio stations with family friendly content.
- Network members receive exclusive offers, including special holiday-themed prize packs, and books before they become available in stores.

Network members will soon have the opportunity to receive free highly produced radio content containing a 30 second spot. All revenue from these spots will remain with the affiliate.

Chicken Soup for the Soul Publishing, LLC, publishes all the latest titles in the famous Chicken Soup for the Soul book series which are distributed through Simon and Schuster, Inc. Since 1993, books in the Chicken Soup for the Soul series have sold more than 112 million copies, with titles translated into over 40 languages. Chicken Soup for the Soul Publishing also licenses the right to use its famous trademark to high quality licensees through IMG, the world's premier licensing agent. The company is currently implementing a plan to expand into all media, is working with TV networks on several TV shows and is developing a major Internet presence dedicated to life improvement, emotional support and inspiration. In 2007, *USA Today* named *Chicken Soup for the Soul* one of the five most memorable and impactful books in the last quarter century. For more information visit: www.chickensoup.com.

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To schedule an interview with any of the parties, please contact Rusty Shelton at 512-785-4469 or rusty@sheltoninteractive.com.