



105.3 FM The Fan Is New Cowboys Flagship Station **105.3 FM The Fan Is New Cowboys Flagship Station**

ARLINGTON, Texas - The Dallas Cowboys are again moving up the radio dial to 105.3 FM "The Fan" and plan to stay there for a good while.

Dallas-Fort Worth's burgeoning all-sports station has reached a multi-year agreement to become the Cowboys' new flagship radio network and broadcast the team's games beginning in 2009.

**The Fan also soon plans to launch a 24-hour Dallas Cowboys channel on
HD Radio 105.3-HD3, featuring continuous Cowboys Coverage**

"One of the things that excites us the most of course is the powerful signal that we will enjoy with The Fan. At the end of the day, this is about accessibility to our fans, and the more we can make available interesting programming that has a place in not only the broadcast of our games but our shoulder programming. We are going to write a new book about how to maximize listening fans when it comes to not only our games but shoulder programming and content." -- Jerry Jones, Owner, The Dallas Cowboys



"We are proud to bring the Dallas Cowboys back to CBS RADIO Dallas," said David Henry, The Fan's senior vice president/general manager. "Very quickly we have been able to amass the best sports programming in the market. This is a tremendous partnership that will help build our brand for many years to come."

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"We are going to write a new book about how to maximize listening fans when it comes to not only our games but shoulder programming and content. We want to do something along the lines of what we're trying to do in this (stadium) venue, and that is be a 'wow factor.'"