

NEWS RELEASE



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SSI AND THE RICK & BUBBA SHOW PARTNER WITH WORLD VISION TO DELIVER A SUCCESSFUL RADIOTHON *675 children worldwide are sponsored, over \$600K raised!*

(Ridgefield, CT – 13 October 2010) Syndicated Solutions, Inc. - (SSI) announced today that in conjunction with their popular morning program, **THE RICK & BUBBA SHOW**, they successfully conducted a two-day Radiothon with the humanitarian charity organization World Vision. This was the second straight year they've partnered with World Vision. The Radiothon was held last Thursday and Friday, 7/8 October 2010, and has resulted in over 675 children (and counting) being sponsored worldwide. To date there have been children sponsored in 40 different countries from listeners in 15 different states across the USA. In total, over \$600,000.00 has been raised in 2010....and well over \$1,300,000.00 combined in both 2009 and 2010. **THE RICK & BUBBA SHOW** is broadcast live Monday-Saturday 6a-11a ET to over 60+ radio affiliates that include a mix of News/Talk, Country, Sports, CHR, Rock and AC stations as well as via XM Radio Channel 158. It's also broadcast as a one-hour daily TV show and video streamed live via UStream each day.

A Top 10 Morning Show, Rick Burgess & Bill "Bubba" Bussey are bona fide winners everywhere they go, and truly Masters of Morning Drive! Topical, fast-paced and very entertaining, **THE RICK & BUBBA SHOW** is radio at its best. Enjoying a proven track record that delivers Revenues, Ratings...Results, Rick & Bubba attract listeners and keep them coming back for more with their unique style, coverage of the timely and the topical, lively debates, top guests, and passionate interaction with their on-air sidekicks, listeners and leading guests. A continuous daily saga, this show is life -- addressing important matters of interest and current events, sharing water cooler stories and opinions, reliving real-life experiences, faith and much, much more. A dominant ratings champion, **THE RICK & BUBBA SHOW** enjoys broad appeal with listeners and sponsors alike.

Commenting on the success of their second World Vision Radiothon, SSI's President Bob Carey said "Once again this was truly an amazing event and the power of **THE RICK & BUBBA SHOW** is evident for all to see. It's important to us that we give back and our philanthropic marriage with World Vision has proven to be a very successful one. In two years we've improved the lives of over 1525 children in need around the globe and I couldn't be more proud of Rick Burgess, Bill "Bubba" Bussey, our team, and without question one of the best listening audiences in all of radio. These successes are beyond gratifying and very meaningful. I also need to formally thank our outstanding sponsors and affiliates, because without them, this tremendous accomplishment would not have been possible."

Rick Burgess and Bill "Bubba" Bussey commented "It's always humbling and enlightening to be reminded that we are so blessed to live in America, where even in a poor economy we can still do great things. To know that being part of something that will literally change the lives of these children reminds us all why we really do what we do in this business. It feels great to do something that makes a real difference while partnering with such a respected charity like World Vision."



Syndicated Solutions, Inc. - (SSI) is a full-service syndication organization specializing in ad sales, affiliate sales, satellite distribution and programming consulting services of nationally syndicated television and radio properties, formed in February 1999. The firm offers leading talk programming that includes: **THE RICK & BUBBA SHOW**; The Allen Hunt Show; Rudy Maxa's World; The Ric Edelman Show; The Fresh Grocer - Tony Tantillo and many other quality radio programs reaching over 800+ affiliates each week plus listeners of Sirius-XM Satellite Radio, Armed Forces Network and UStream.com.

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