

For Immediate Release



JACK has record-breaking debut in UK.

August 2008

The most successful UK radio launch in the past five years saw [JACK Oxfordshire](#) debut with 15% market reach and a 5% share*, making JACK the #2 commercial station in the market. With its ground breaking music policy of "Playing What We Want"®, all eyes have been on JACK following its launch just nine months ago.

"In market after market, and now on both sides of the Atlantic, the JACK brand values and listening experience continue to be positively received," said Ken Benson, International Licensing Manager for [SparkNet Communications](#). "Much like more traditional CHR, Hot AC and AC formats, the JACK brand of variety hits appears to be a recipe for success when properly targeted to the local market."

This news follows JACK's recent success at the UK radio industry's [2008 Sony Awards](#), where JACK walked away with the much coveted [Silver Sony Award for Imaging](#).

For more information on JACK-FM licensing outside of North America, please contact Ken Benson at +1 360 910 4119 or through email at ken@sparknetcommunications.com.

*according to [RAJAR](#)

About JACK-FM

JACK-FM® is the most successful branded music format to be launched in the past 25 years. In North America, JACK has over 12 million listeners in 46 markets and is still expanding. Internationally, JACK is on the air in Oxfordshire, UK and Moscow and St. Petersburg, Russia. With trademarks in 72 countries, the JACK brand is positioned for more growth in 2008 and beyond. JACK programming utilizes a proprietary method for creating and presenting variety in a new context. Each market is targeted and customized with their own local recipe. The recipe is packaged and presented with energy, humor, surprise and memories. JACK-FM® and PLAYING WHAT WE WANT® are trademarks of SparkNet Holdings, Inc. in the United States and SparkNet Communications, L.P. internationally.