



DRg Welcomes Passion For The Planet To London Multiplex

DRG LONDON GETS PASSIONATE AND BRINGS LONDON A BRAND NEW STATION

DRg's Chairman, Lord Alli, welcomes radio station Passion For The Planet as station number 11 to London's newest digital multiplex

Today, (September 11), the Digital Radio Group (London) Ltd, (DRg), welcomes London's new digital health and environment radio station, Passion For The Planet, to be the eleventh radio station on the multiplex.

Passion For The Planet joins ten other niche radio stations that have served the disenfranchised radio listeners of London since January this year and has the potential to reach 8.5 million listeners in the UK's Capital.

Lord Alli, the Labour peer and entrepreneur who has spearheaded DRg's application and subsequent win from the beginning, said:

"With Passion For The Planet joining the multiplex, DRg London now provides more digital services than any other multiplex operator. This is part of its bid to provide the widest choice for London's underserved listeners."

Passion For The Planet is the first radio station in the UK to focus on health and the environment, and also the first radio station to combine English language hits and World Music. It was set up by experienced radio professionals Chantal Cooke and Kenny Stevens, and the output combines speech and music mirroring London's cosmopolitan nature.

The complete list of radio stations now offered by DRg are:

AbracaDABra A station for families with young and pre-school children
The Arrow Adult rock radio from Chrysalis
Choice London's existing urban contemporary music from Soul Media
Classic Gold Breeze Pop Hits and London information.
Liquid Current, new and chart hit music from SMG
Passion for London A broad music and speech service for discerning adults
Purple Radio A dedicated service for London's gay community
Ritz 1035 The country music service gets a digital upgrade

SBN London New and alternative music for students
The Storm Modern rock radio from GWR
TAP Music radio for London's young Asians from Asian Sound

DRg has created a website to direct listeners to these new stations, as well as providing background information on digital radio. Visitors can find out more at <http://www.thedigitalradiogroup.com>.

More information about Passion for the Planet can be found on their website:
<http://www.passionfortheplanet.com>.
ENDS

Background Information

The DRg consortium includes: GWR Group plc, The Wireless Group plc, SMG plc, RMG plc, Time Out Ltd, Matsushita Electric Europe Ltd, Clubmend Ltd, Channelfly plc, The Carphone Warehouse plc and Asian Sound Radio Ltd