

Press release, Hessen Digital Radio GmbH

Audio pleasure with Digital Radio at the Hessentag festival - where Digital Radio invites you to listen in, watch and take part in "Search for the Superpleb"

(Frankfurt/Main, June 12, 2003) The "Hessentag" festival from June 13 to 22, 2003 in Bad Arolsen in north Hessen, will once again attract hundreds of thousands of visitors. Digital Radio will be there with new dimensions in sound.

Specially for the Hessentag festival, the radio station Rockfun24 is broadcasting its program on Digital Radio, and will be receivable all over Germany for 10 days. Normally Rockfunk24 is only broadcast on the Internet. "We wanted to reach as large an audience as possible in cooperation with the radio station, and draw attention to the new dimensions in sound of digital radio with rock music, live reports directly from the events and fun competitions – listening in is guaranteed to be fun", promised Dirk Risse, Managing Director of Hessen Digital Radio GmbH.

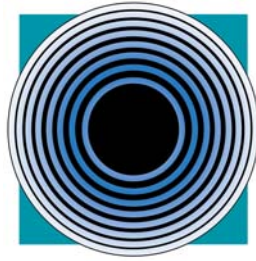
"Listeners will only go out and buy themselves a digital radio if the radio programs and additional data services are novel and interesting", said Risse. He added, "Only then will the new digital radio technology be accepted for the long-term".

In order to convince as many people as possible of the crystal clear sound and the contents of digital radio, Hessen Digital Radio GmbH is cooperating with Rockfun24 at this year's Hessentag festival. Anyone taking part in the radio station's competition, "Hesse's Search for the Superpleb", even has the chance of winning a Woodstock DAB 52 digital car radio from Blaupunkt. "You don't have to come from Hesse to take part. You just have to have a few rough edges and give sharp, witty answers to our questions", said Andreas Fauth, Deputy Chairman of the Rockfun24 association, explaining the rules. Anyone who considers themselves to be a prospective "superpleb" can apply by e-mail, telephone, or directly in the studio.

Just for the Hessentag festival, the Hesse Regional Agency for Private Broadcasting (LPR Hessen) has built a glass studio for Rockfun24 at the venue in Bad Arolsen. Around 20 journalists will be reporting on the events each day. The glass studio directly faces the joint stand for LPR Hessen and Hessen Digital Radio GmbH. Any interested visitors can go along to Stand 112 in Hall 1 to look at all the new equipment the digital radio market already has to offer. The pallet ranges from the mobile-phone-sized "Perstel" for your coat pocket, and car radios from Grundig and Bosch/Blaupunkt, to the top-quality "DRX 702 ES" home tuner and the "Evoke" kitchen radio from Pure.

It is impossible to miss Digital Radio at the Hessentag festival: there is a bright yellow VW Beetle directly opposite the main entrance to the regional trade fair. Surrounding the Digital Radio car, promoters are handing out flyers. These contain information on all the Digital Radio promotions at the Hessentag festival as well as on the new digital broadcasting technology.

You can find everything you need to know about Digital Radio in Hessen at our homepage www.hessendigitalradio.de and all information about Rockfun24's competition at www.rockfunk24.de.



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