

Roscoe Records

Music is our heart and soul.



For Immediate Release

November 6th, 2009

Roscoe Records is delighted to announce the start of an on air/streaming radio advertising campaign to begin this month with WCRZ 107.9, the top rated adult contemporary FM station in Flint, Michigan. The campaign will focus on Ladd Biro's 'Isn't It Romantic' debut album. With the holiday season right around the corner, CD will be presented as a perfect gift while fitting in well with the station's musical format.

Known as CARS 108 to it's loyal listeners and known for it's unique blend of current hits, crossover country, oldies, and classic rock, the station is part of Regent Communications Inc. (Nasdaq RGCI), a holding company for 62 radio stations spread throughout 9 states. The 50K watt station serves Flint, northern Detroit, Saginaw, and Lansing in central Michigan.