



Hello pigs this is Ed Monroe market manager for KPIG 1510am. A few years back we took a little AM signal and hoped to make a run in the San Francisco market. With the support and encouragement of my friend and our late program director Laura Hopper I accepted the challenge.

We've met a lot of great friends along this path but regrettably this path is coming to an end. Pigs, please understand that business decisions like these are never easy, and while we knew we would face challenges along the way, we approached them with optimism, yet the business of radio is expensive and at the end of the day we came up short on 1510AM in SF, but it wasn't for a lack of trying. We will continue to pursue opportunities for coverage in the BAY area on the FM dial.

I would like to thank each and every one of you for your support and encouragement. I would like to thank you for the support you showed our sponsors and I would like to thank our sponsors for their leap of faith in us and in you.

I would be remiss if I didn't thank Mapleton for continuing to support KPIG who gave us an opportunity to simulcast in the Bay Area. I also want to thank my staff who gave their heart in this effort Travis Connell, Mike Schwartz, and Tim Lynch many of whom will continue to work building KPIG's lifestyle brand and digital presence. Laura and I use to say KPIG was built one listener at a time, I'm sure their will be questions so I will put my contact information on the website and will do my best to follow up with each of you individually and in a timely manner.

Thanks again Bay Area Pigs, we hope you'll continue to find a way to keep the pig in your ears.

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