



FOR IMMEDIATE RELEASE

For more information, contact:
Judy Campbell
Campbell Consulting Group, Inc.
541-389-9531
judyc@campbellconsulting.com

Satellite Sisters Growing Fast in Digital Space, Featuring Popular Podcast & Announcing Two National Sponsors

Los Angeles, CA – April 21, 2008 – Satellite Sisters celebrated their 8th year in production this month by announcing a new production home, new sponsors who will use them as media spokespeople and new plans for the expansion of their brand and their talk show. Since parting from ABC Radio Networks in January, the five Dolan sisters have taken over all marketing and production for the Satellite Sisters brand entities.

“Women want talk shows that entertain and inform. We are committed to producing and distributing them. Satellite Sisters has been a hit online since the moment we made it available,” said Liz Dolan, one of the five Dolan sisters who created Satellite Sisters. Dolan, who is the former head of Global Marketing at NIKE, continued, “We’ve been hearing from new female listeners who have found us at iTunes, most of whom would never have found us on AM Radio. They would not have looked there. Online distribution allows us to reach our target audience very effectively and to give them what they really want: Satellite-Sisters-To-Go – news, talk and laughs they can take with them through their day.”

New Production Home: Satellite Sisters moved its audio production into The Paley Center for Media in Beverly Hills. Formerly The Museum of Television & Radio, the facility has a studio and space where fans can watch the Satellite Sisters show in production and sponsors can hold events.

New Distribution: Satellite Sisters has quickly become one of the most downloaded talk shows for women at iTunes. Listeners can subscribe or listen to individual shows at iTunes or at www.satellitesisters.com. Satellite Sisters posts new shows every Monday, Wednesday and Friday with plans to expand to daily posts later in the year.

New Sponsors: Two new national sponsors have signed on to Satellite Sisters. **VTech**, one of the world’s largest suppliers of corded and cordless telephones, has partnered with the Satellite Sisters to run a campaign to promote its new DECT line of cordless phones this summer. VTech will advertise

Satellite Sisters: Five Real Sisters Tackle The World

Eight-time Gracie Allen Award winners including Best Talk Show, Best Comedy

its DECT lineup on the online talk show, run an online and on-air contest for listeners to win a “Sisters Getaway Weekend” to see Jack Johnson outside of Seattle, and use the Dolan sisters as spokespeople to promote the importance of “why the home phone still matters.” **Oregon Chai**, part of the Kerry Group which also includes coffee and smoothie brands, will run several special on-air and online promotions this spring and summer – one for Mother’s Day and one for the annual Satellite Sisters Beach Bag Book Series. Oregon Chai is eager to tap into Satellite Sisters’ audience base, which dovetails with its brand demographics.

New Website: Satellite Sisters launched a new website with new audio and video features this month. “We encountered the best kind of problem we could have when Satellite Sisters went totally online: the site crashed in February because the traffic was so heavy! So we expanded and redesigned,” Dolan said. The Satellite Sisters blog, SisterSpot, was also renamed and re-launched in the process. SisterSpot includes regular 5 - 15 minute audio posts that complement the one hour talk show.

New Gracie Award: Satellite Sisters just won their eighth Gracie Allen Award from American Women in Radio and Television. This year’s prize, to be awarded May 28th in New York City, is for Best Comedy in Radio. Sheila Dolan and Monica Dolan won the category for their weekly series, “Lab Rats,” which features product testing with a twist. In the last few years, Satellite Sisters has won Best Talk Show, Best Host and Best Public Service Campaign from the American Women in Radio and Television, more prizes than any other radio show.

New Listeners are No Accident: Satellite Sisters’ new listeners are a self-selected, committed group who have sought out the new content. The opt-in nature of the audience has been a key selling point in attracting new sponsors. Liz Dolan explained, “Marketers have always known that Satellite Sisters attracts an audience for which they will pay a premium: adult women 25 – 54. That’s why national brands like Quaker Oatmeal, J&J’s Splenda and GM’s OnStar have sponsored Satellite Sisters. Our overall numbers may be smaller now than they were on AM Radio, but they are much more concentrated in our target. The online audience is just a younger, more female audience than terrestrial talk radio. And the fact that they have sought us out shows sponsors that they are committed. It is not background listening.

“Our new distribution means we can also be a lot more flexible and creative when it comes to what we can do for our sponsors,” Dolan continued. “For VTech, we are producing and voicing a custom series of two-minute interstitials that will run in every show.”

About Satellite Sisters

Launched in 2000, Satellite Sisters is a multimedia brand, encompassing podcasts, live performances, a website, an email newsletter and a popular book. It is now one of the most downloaded talk shows for women on iTunes. Created by the five Dolan sisters initially as a radio show that ran for years on public radio and ABC Radio, Satellite Sisters has now won eight Gracie Allen Awards from the American Women in Radio and Television and was nominated for a Marconi, radio’s highest award. The five Dolan sisters have also written monthly columns for O, The Oprah Magazine and Working Mother Magazine. Satellite Sisters is produced at The Paley Center for Media in Beverly Hills, California.

The Satellite Sisters are Julie Dolan, Liz Dolan, Sheila Dolan, Monica Dolan and Lian Dolan. For more information, go to www.satellitesisters.com.

Satellite Sisters: Five Real Sisters Tackle The World

Eight-time Gracie Allen Award winners including Best Talk Show, Best Comedy

###

Satellite Sisters: Five Real Sisters Tackle The World
Eight-time Gracie Allen Award winners including Best Talk Show, Best Comedy