

PRESS RELEASE

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Joshua Tree's Hi-Desert Cultural Center President and Artistic Director to be Featured on New Year's Day Broadcast

JOSHUA TREE, CA - "Kicking off the New Year with a bang" is how CBMedia Network's Bradley Reese describes their inaugural radio program for 2011 featuring the life and work of Jarrod Radnich, the Hi-Desert Cultural Center's President and Artistic Director. The two-hour show is built around the current and past work of Mr. Radnich -- highlighting his contemporary hit "Can You Hear Me?" that raises funds for programs of the Wounded Warriors project for our veterans, the inter-generational Joshua Tree Philharmonic (J-Phil), state-of-the-art remote piano lessons via the Internet, the importance of music education, the Cultural Center's involvement with recreational music making and the REMO Health Rhythms® protocol, and various other aspects of Radnich's musical career. And this isn't the first time that the network has made Radnich a seminal part of its programming. On both Christmas Eve and Christmas Day the network included three of his new album's arrangements in its "Christmas Tribute to the Troops"; and based on popular demand the station's New Year's "Sons of Liberty" program will fill its entire airtime allocation with Radnich.

The East Coast-based CBMedia Network's New Year's Day broadcast can be listened to on the West Coast via the Internet link <http://www.blogtalkradio.com/cbmedia-network/2011/01/02/the-sons-of-liberty-show> . The January 1st show begins at 7:00 pm Pacific and continues until 9:00 pm. *In tune* with the times, the station has a blog and chat room where listeners can interact live with radio personnel, in addition to the live call-in number 1.347.989.8249. And not to be left out, stations on the West Coast also featured Radnich's work over the most recent holiday weekend. Hollywood filmmaker Jack Marino's Christmas show on LA Talk Radio ended with Radnich's "Can You Hear Me?" after declaring it "One hell of a song!" on YouTube.

"While we seem to frequently hear about the social problems and selfishness in our society, it's extremely meaningful to see the support this song has garnered for our troops and their families as they selflessly make sacrifices for all of us. Love and truth are alive and well," adds Radnich. One-half of the proceeds from the sales of this song will be donated to programs for the Wounded Warrior Project. LA Music Awards vocalist Paige Williams and American Idol Finalist Jared Yates (Sid Stark) agreed to substantial reductions in their otherwise legislated royalties from the sale of the song in order to make a meaningful contribution to the Wounded Warrior programs. Mastermind Studios,

owned by Radnich and his partners, also donated all the production costs for the project in order to maximize the donation proceeds from the song. "Our troops and their families deserve our full and unequivocal support. We are truly blessed to live in this great country with all our freedoms as our Founding Fathers meant them to be," added Radnich.

The video of "Can You hear Me?" is available for free public viewing on YouTube on the MastermindStudios1 channel. <http://www.youtube.com/user/MastermindStudios1> .