

**Cumulus Media’s WYZB-FM Turns Up the Country on the Emerald Coast as it Rebrands Today as Y1055 – The Best Country**

***Y1055 – The Best Country Delivers Perfect Balance of Country’s Favorite Artists and the Best New Country Music***

***Station Unveils New Powerful, Crisp and Clean Sound Following Rebuild from the Ground Up, With New Transmitter, Antenna, Studio, and State-of-the-Art Processing***

**FORT WALTON BEACH, FL - March 30, 2023 —** [**Cumulus Media**](http://www.cumulusmedia.com/) (NASDAQ: CMLS) announces that Heritage Country radio station WYZB-FM in Fort Walton Beach/Destin, FL, has rebranded today as **Y1055 – The Best Country**. The station, formerly known as NASH FM 105.5, will continue to play the biggest Country hits. Cumulus Fort Walton Beach/Destin also launched Y1055’s new website today at: [y1055country.com](http://y1055country.com/).

The rebrand celebrates the rebuilding of the radio station from the ground up, with a new transmitter and antenna, a new studio, and state-of-the-art processing. The result is a signal that is powerful, crisp, and clean, showcasing the perfect music mix of familiar artists and their biggest hits with the best in new Country music. Country fans will hear all their favorites from artists including Morgan Wallen, Carrie Underwood, Luke Bryan, Miranda Lambert, Luke Combs, Lainey Wilson, Chris Stapleton, and more.

Y1055 launches the next generation of great Country music entertainment with a weekday lineup that includes popular morning show, “Kincaid & Dallas” - now heard one hour earlier, from 5:00am-9:00am, followed by an hour of commercial-free Country music from 9:00am-10:00am kicked off by local on-air personality and Y1055 Program Director, Hayden Green, who takes the mic from 9:00am-2:00pm, with Taryn hosting afternoons from 2:00pm-7:00pm. From 7:00pm-Midnight, “Nights With Elaina” features interviews with Country’s biggest stars, hosted by Gracie Award-winner and CMA and ACM nominee Elaina Smith.

Ashley Allegretto, Vice President/Market Manager, Cumulus Fort Walton Beach/Destin, said: “We are committed to delivering a fresh and exciting listening experience that reflects the tastes and lifestyle of our Emerald Coast community. As Program Director, Hayden Green has the vision and talent to take Y1055 to the next level and we are eager to share that with our passionate and engaged listeners.”

Chris Kellogg, Operations Manager, Cumulus Fort Walton Beach/Destin, commented: "It takes a real team to pull all the levers to create radio magic - from a genius engineering crew to the right Program Director and perfect air talent. This day would not have been possible without Ashley's belief in the vision of Y1055."

Hayden Green, Program Director, Y1055, remarked: “Y1055 is a local station with local people who live and love the Emerald Coast lifestyle. We have taken the very best of everything this station has to offer and given it new life. We're excited to begin a new chapter and we'll keep the promise... Y1055 - The BEST Country!"

For more information or to stream Y1055, The Best Country, visit: [y1055country.com](http://y1055country.com/).

**About Cumulus Media**

Cumulus Media (NASDAQ: CMLS) is an audio-first media company delivering premium content to over a quarter billion people every month — wherever and whenever they want it. Cumulus Media engages listeners with high-quality local programming through 404 owned-and-operated radio stations across 85 markets; delivers nationally-syndicated sports, news, talk, and entertainment programming from iconic brands including the NFL, the NCAA, the Masters, CNN, the AP, the Academy of Country Music Awards, and many other world-class partners across more than 9,500 affiliated stations through Westwood One, the largest audio network in America; and inspires listeners through the Cumulus Podcast Network, its rapidly growing network of original podcasts that are smart, entertaining and thought-provoking. Cumulus Media provides advertisers with personal connections, local impact and national reach through broadcast and on-demand digital, mobile, social, and voice-activated platforms, as well as integrated digital marketing services, powerful influencers, full-service audio solutions, industry-leading research and insights, and live event experiences. Cumulus Media is the only audio media company to provide marketers with local and national advertising performance guarantees. For more information visit [www.cumulusmedia.com.](http://www.cumulusmedia.com/)

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