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Binnie Media to Launch "The Wave" in Midcoast Maine

Binnie Media is re-branding WBYA-FM/Isleboro on June 30th! Listeners can kick off the heart of the summer season with the all new 105.5 The Wave (WBYA) – The Midcoast's new home for Soft Rock!

Listeners on the Midcoast will enjoy songs they know and love from well-known artists including Stevie Wonder, The Carpenters, Lionel Richie, The Bee Gees, Linda Ronstadt and so many favorites of this genre!

105.5 The Wave will cater to the local inland communities as well as the coastal towns who continue to thrive with tourism and year-round business.

"105.5 The Wave takes pride in introducing a soft rock format to the airwaves of Midcoast Maine, addressing a sentiment that resonates with many. We are delighted to offer a station that is tailor-made for the residents and businesses of the Midcoast, catering to the discerning listeners in these remarkable towns," announced Heath Cole, EVP of Programming & Operations.

From the coast to your community, Binnie Media is proud to present Midcoast Maine's newest radio station, 105.5 The Wave!

For more information visit:

www.1055thewave.com

www.binniemediacom

For marketing inquiries:

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Binnie Media is New England's largest locally owned media company that reaches 1.5 million people each week, including over 580,000 radio listeners in New England, with digital and outdoor assets delivering millions of impressions to people in Maine, New Hampshire, Vermont and Massachusetts.