



For Immediate Release
November 15, 2004

Contact: Mike Henry, CEO
Phone: 303-922-5600

**PARAGON MEDIA STRATEGIES NAMES
STEVE DAVIS DIRECTOR OF MUSIC RESEARCH**

Denver, CO – Radio veteran Steve Davis joins Paragon Media Strategies as Director of Music Research. Davis will be responsible for the management of all international and national music testing for Paragon's radio clients.

Steve Davis' career spans over 20 years, including Program Director positions at Oklahoma City metro stations KNOR and KTNT in the mid and late '80s. Davis held on air positions in the early 1990s on Oklahoma City's AC powerhouse Magic 104 and KYIS-FM. Beginning in 1996, Davis headed up then-owned Caribou's call out music research and auditorium music testing for the Oklahoma City properties and other Caribou markets, as well as handling morning show co-hosting duties for Caribou's Smooth Jazz station.

"I couldn't be more thrilled to join Paragon Media Strategies," comments Steve Davis. "Paragon is the Mercedes Benz of research providers, and it's going to be a lot of fun providing cutting-edge, top quality research to programmers all over North America and Europe. I worked under current Paragon COO John Stevens while I was with Caribou, and I received a very solid education in the nuances of media research from him. It's great to be working with John again, and working with Mike Henry, Sandy Chlumsky, Larry Johnson, Mike Reid and the other tremendously talented folks at Paragon; it's the opportunity of a lifetime. With their team in place, Paragon is uniquely positioned to help the radio industry deal with the unprecedented challenges of the next decade. I feel very fortunate to be part of the effort."

"Steve has proven his ability in the trenches time and time again," states John Stevens, Paragon Media Strategies' COO/ Radio. "He's a great guy who has a passion for music and a passion for radio. He's a wonderful addition to the Paragon team."

Paragon Media Strategies is a research and consulting firm specializing in traditional media, emerging media, and entertainment, providing strategies for media companies to increase market share. Using custom research, Paragon Media Strategies has helped media clients develop effective marketing strategies for two decades. Paragon Media Strategies' clients reach over two-thirds of households in North America and are prospering during the heightened competitive era of media convergence.

###