



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**METRO TRAFFIC  
NAMES  
SAL MARTIRANO  
NEW YORK GENERAL SALES MANAGER**

**New York, NY – May 20, 2010** – Metro Traffic ([www.metrotraffic.com](http://www.metrotraffic.com)), a Westwood One, Inc. division and a leading supplier of traffic information to the radio, television, mobile, navigation and automotive markets, announced today that Sal Martirano has been named New York General Sales Manager. Effective immediately, Martirano will be responsible for overseeing all New York Metro Traffic sales efforts. He will report to Metro Traffic New York Regional V.P., Michael Juliano.

“I am thrilled to bring Sal on board to lead our New York Sales efforts,” said Michael Juliano, “Sal is a proven sales leader with multi-channel New York media experience. Together with our dedicated sales team, he will enhance our customer service and ability to provide customized solutions to meet our clients’ changing marketing needs.”

Sal Martirano joins Metro traffic from WRNN-TV New York where he served as General Sales and Program Manager responsible for all New York City advertising sales. A seasoned sales professional, Martirano held similar sales positions across numerous media channels, including WXRK-FM New York (radio), News 12 Networks (cable television) and WLNY-TV 55 on Long Island, New York (broadcast television).

**About Westwood One**

Westwood One, Inc. (NASDAQ: WWON) is one of the nation’s largest providers of network radio programming and one of the largest domestic outsourced providers of traffic information in the U.S. Westwood One serves approximately 5,000 radio and 170 television stations in the U.S. Westwood One provides over 150 news, sports, music, talk and entertainment programs, features and live events to numerous media partners. Through its Metro Traffic business, Westwood One provides traffic reporting and local news, sports and weather to approximately 2,200 radio and 170 television stations. Westwood One also provides digital and other cross-platform delivery of its Network and Metro Traffic content to over 700 radio, television and newspaper affiliates.

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