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David Mansfield announces next move in UK radio

David Mansfield is Chairman of the **JACK fm** application for the new Liverpool FM licence. It is his first activity in UK radio since leaving GCap Media in January. David is also a shareholder in the new business. He is joined by Absolute Radio International Ltd, the highly experienced UK team of radio professionals and Communicorp Group, Europe's fastest growing commercial radio operator. Communicorp is owned by Denis O'Brien, one of Ireland's leading businessmen with extensive international telecoms, property, leisure and aviation interests.

JACK fm is an exciting rock music proposition for Liverpool. It will respond to the music and speech demands of Merseyside's under served 40-59 adult radio audience. JACK fm's extensive research suggests that these listeners want rock, but can't find it on existing Liverpool local radio.

David Mansfield says:

"I am delighted to be leading the **JACK fm** application for Liverpool. I know and trust the team at Absolute Radio. They have a proven track record in the Liverpool market. Communicorp is a highly successful radio group throughout Europe with great ambition to expand in the UK. Our **JACK fm** bid is well resourced, with excellent management and knowledge of the Liverpool market."

Denis O'Brien says:

"This is a most exciting opportunity for the Communicorp Group. We operate 35 stations in 7 European countries but this is our first move into the UK radio sector. We have 15 years experience investing in European radio and I believe this partnership with David Mansfield and Absolute Radio is a superb combination for Liverpool. We look forward to introducing many new fresh ideas, such as **JACK fm**, into the UK radio market over the coming years."

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Contact:

Nick Fox

M: Communications

+44 (0) 207 153 1540

+44 (0) 7711 727 618