



FOR IMMEDIATE RELEASE

ChickChat Radio listeners declare: “Men and women CAN be friends!”

Middleburg/Boston (January 10, 2007): ChickChat Radio kicked off the new year by announcing the results of their listener survey today.

Other highlights of the survey included that most listeners believe that it is possible to stay friends with their ex, and that top guilty pleasures are shopping, eating chocolate or ice cream. A bad beauty day to listeners means they're having a bad hair day, despite their biggest beauty concern -- watching their waistlines.

“I understand most of us ‘think’ we are friends with men, but we also need to consider what’s really going on in the man’s mind – and it isn’t always “G” rated!” said co-host Heidi Hanzel.

“I was more surprised to learn that a bad hair day is the most common beauty affliction,” added co-host Lara Dyan. She added, “Don’t our listeners have baseball caps??”

The chicks also learned that their listeners are a coveted demographic for advertisers:

- She is 25-54 years old, married with children and well-educated
- She lives in a home she owns with at least one dog
- She works full time and buys cosmetics monthly

To receive the full report, contact Marianne Matthews at matthewsent@aol.com.

About ChickChat Radio: ChickChat Radio is a nationally syndicated, female-hosted talk show for the 25-54 demographic. ChickChat is a contemporary, relevant, stylish, unique, non-political, entertaining, not-for-women-only radio show hosted by Heidi and Lara -- two women with no loss for words or opinions. Recently honored as 'Rising Stars of Talk Radio' by Radio and Records Magazine, co-hosts Heidi and Lara have also been featured several times on the national Fox News Channel and recently on D.C. Channel 9 WUSA. ChickChat was also named to the “Talkers 250” as one of the only daily talk shows by women about pop culture.

The show is broadcast live each weekday with studios in Boston and Washington D.C. ChickChat can be heard weekdays on radio stations nationwide, worldwide via www.chickchatradio.com and daily iTunes podcasts. ChickChat is represented nationally by Talk Shows USA www.talkshowsusa.com and the Lifestyle TalkRadio Network TM www.lifestylertalkradio.com.

For full survey details and sponsorship information, contact:

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