

MAGNUM RADIO, INC.

PO BOX 400

Portage, WI 53901

Tel: 608-697-7820

Dear Call Sign Desk:

Please let this letter serve as written consent for the change of call sign requested by WXYM, Fac ID #39627, Tomah, WI to become WLXR.

Concurrent with this request, Magnum Communications, Inc. is filing a requested change of WLXR (Fac ID #7056, Lacrosse WI) to become WLCX, thus clearing the availability of WLXR to be assigned to Fac ID #39627.

Sincerely,

A handwritten signature in blue ink, appearing to read "David Magnum", with a stylized flourish at the end.

David Magnum

President

Magnum Communications, Inc.