



For Immediate Release...

December 20, 2007

THE PEACH DROP SEEN AROUND THE COUNTRY!
Syndicated in more than 40 Markets Peach Drop is a National Success
Presented by AirTran Airways

WHAT: 19th Annual Peach Drop - New Year's Eve Countdown
WHERE: Underground Atlanta – Downtown Atlanta, Georgia
WHEN: Monday, December 31, 2007
TIME: Noon until 4:00 am
COST: Free

ATLANTA, GA: Atlanta's annual Peach Drop celebration has become an overwhelming success not just regionally but nationally as well. Broadcast in more than 40 markets around the country and reaching more than 30% of the country, it's not hard to see why this Atlanta tradition has grown to become the largest New Years Eve celebration in the southeast, drawing crowds of tens of thousands. The event will take place at Underground Atlanta and include a memorable performance by country music sensation and Grammy-nominee Miranda Lambert. Following the 800 pound peach's 58 second decent down the 138 ft light tower at the stroke of midnight, spectators will be showered with an array of colorful confetti while fireworks light the Atlanta skyline. The 16-hour celebration will begin at 12 noon with children's activities throughout the day. Entertainment for the evening will include live performances on various stages and will continue well into the morning hours at Kenny's Alley, where drinks are poured until 4:00 a.m. Check your local listings for more information, or visit www.peachdrop.com.

Syndicated Peach Drop Markets as of December 20, 2007

MARKET	AFFILIATE
Atlanta, GA	myATLtv
Los Angeles, CA	KHIZ
Philadelphia, PA	WFMZ
Washington, DC (Hagrstwn)	WJAL
Nashville, TN	WZTV
Kansas City, MO	KCWE
Cincinnati, OH	WBQC
Salt Lake City, UT	KUCW
Greenville/Asheville, NC	WYCW
Grand Rapids, MI	WWMT
Greensboro, NC	WMYV
Jacksonville, FL	WJXT
Knoxville, TN	WBXX
Mobile, AL / Pensacola, FL	WFGX
Dayton, OH	WRCX
Ft. Myers/Naples, FL	WXCW
Flint/Saginaw/Bay City, MI	WNEM/WNEM-DT
Roanoke/Lynchburg, VA	WDRL
Toledo, OH	WTO5
Springfield, MO	KCZ
Columbia, SC	WKTC
Huntsville/Decatur, AL	WAFF

MARKET	AFFILIATE
Cedar Rapids, IA	KWKB-DT
South Bend/Elkhart, IN	WMYS
Jackson, MS	WDBD/WXMX/WUFX
Tri-Cities, TN-VA	WAPK
Charleston, SC	WMMP
Myrtle Beach/Florence, SC	WPDE/WWMB
Tallahassee/Thomasville, FL	WTLH
Tyler/Longview, TX	KYTX
Sioux Falls, SD	KCPO
Montgomery/Selma, AL	WRJM
Fargo/Valley City, ND	KCPM
Columbus, GA	WLTZ
Amarillo, TX	KFDA
Rockford, IL	WTVO-DT
Columbus/Tupelo, MS	myNetworkTV/WCBL/ECBL
Wilmington, NC	WMYW
Albany, GA	WSWG
Lubbock, TX	KMYL
Gainesville, FL	WGFL/WMYG
Rapid City, SD	KCPL
America One	AM1
Voice of America	VOA

Sponsors: The 2008 Peach Drop at Underground Atlanta is presented by AirTran Airways and sponsored by Georgia Department of Economic Development, Atlanta Convention & Visitors Bureau, EAGLE 106.7, KICKS 101.5, 11 Alive (WXIA), MyAtITV (WATL), Party City of Atlanta, The Sunday Paper, Cooper Atlanta Transportation Services, Sheraton Hotel Atlanta, and The New York Times.

About Underground Atlanta:

Conveniently located near the Georgia Aquarium, Georgia State Capitol, World of Coca-Cola, and the Martin Luther King Jr. History Center, Underground Atlanta is a great place to start the day visiting downtown's attractions and events. Located in the heart of the city, Underground offers a wide variety of shops, restaurants and activities for everyone to enjoy. Explore six city blocks, twelve acres, three levels and 225,000 sq. ft. of shopping, restaurants, entertainment and clubs in Atlanta's hottest nightclub area, Kenny's Alley! Be sure to visit www.underground-atlanta.com for more information or call Underground Atlanta at 404-523-2311.

Media Contact: 360 Media, Inc. – Katie Jones/Tara Murphy - 404-577-8686 or info@360media.net

###