



The Rib Room

A legendary Fort Wayne restaurant, whose business had dropped off over the years, needed WOWO's help. In 2008, they decided to commit resources to advertising on WOWO to regain some of their old magic. After WOWO developed a highly effective message to share with the WOWO listening audience, the Rib Room **immediately saw an uptick in business**. Some listeners were relieved to hear the Rib Room was still in business. Callers noted, *"we didn't know you were still around"*. How things have changed! Recently in 2010, **ESPN Radio 1380** was added to the mix and a younger demographic discovered the Rib Room.

"Advertising on WOWO and ESPN Radio 1380 has been a huge help to our business."

Christina Filippou, The Rib Room