



**Date 10 August 2005
Overton Bank House, Overton Bank, Leek**

**Capital FM's Drive-time Richard Bacon show jingles
provided through S2blue**

S2blue are pleased to announce that they have provided the jingle package for Capital FM's new drive-time show hosted by Richard Bacon.

The jingle package consists of re-sings of classic PAMS cuts which are available through S2blue.

Simon Prentice, marketing Director at S2blue said "We were delighted when Capital decided to use PAMS jingles for the new drive-time imaging. The jingles are real classics with an upbeat feel and the lyrics chosen by Richard and the team give them a great comedic twist, which I'm sure will fit in with the fun and humour of Richard's show".

Richard Bacon said, "I've always been a massive fan of good old-fashioned, well-crafted, classic radio jingles and when I started at Capital this was the style I asked for. They are an integral part of each day's show and I'm looking forward to doing some more in the near future".

S2blue are the authorised agent for PAMS jingles in the UK and Ireland.