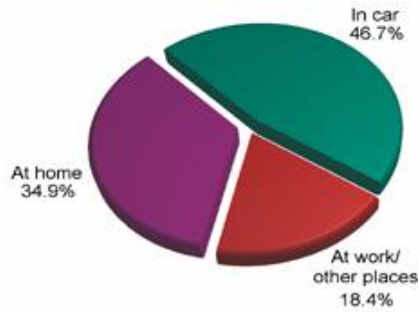


Radio Reaches Customers Everywhere

Radio was the original mobile electronic medium and remains a flexible choice for tune-in no matter where we are, where we're going, or what we're doing. All day long, all week long, Radio reaches active consumers at home, at work, in their cars, and in other locations. Portability and ubiquity insure that Radio will reach consumers closest to the point where they make their daily purchase decisions — small or large!



Radio Listening by location — Persons 12+



Source: Compiled by RAB from RADAR © 93, June 2007, © Arbitron Weekday numbers are weekly cume, Monday-Friday, 24 hours; Weekend numbers are weekly cume, Saturday-Sunday, 24 hours; Total numbers are weekly cume, Monday-Sunday, 24 hours.

Radio Reaches Customers Everywhere

| Persons 12+ | Weekdays | Weekends | Total |
|-------------------------|----------|----------|-------|
| At home | 34.9% | 40.4% | 35.9% |
| In car | 46.7% | 49.4% | 45.2% |
| At work or other places | 18.4% | 10.2% | 18.9% |

| Teens 12-17 | Weekdays | Weekends | Total |
|-------------------------|----------|----------|-------|
| At home | 43.4% | 47.2% | 42.2% |
| In car | 42.4% | 42.5% | 42.4% |
| At work or other places | 14.2% | 10.3% | 15.4% |

| Adults 18+ | Weekdays | Weekends | Total |
|-------------------------|----------|----------|-------|
| At home | 34.0% | 38.9% | 32.3% |
| In car | 47.2% | 49.2% | 45.5% |
| At work or other places | 18.8% | 11.9% | 22.2% |

| Men 18+ | Weekdays | Weekends | Total |
|-------------------------|----------|----------|-------|
| At home | 31.8% | 37.8% | 33.4% |
| In car | 47.3% | 50.2% | 45.5% |
| At work or other places | 20.9% | 12.0% | 21.1% |

| Women 18+ | Weekdays | Weekends | Total |
|-------------------------|----------|----------|-------|
| At home | 36.2% | 41.4% | 37.1% |
| In car | 47.0% | 50.2% | 45.6% |
| At work or other places | 16.8% | 8.4% | 17.3% |

Source: Compiled by RAB from RADAR © 93, June 2007, © Arbitron Weekday numbers are weekly cume, Monday-Friday, 24 hours; Weekend numbers are weekly cume, Saturday-Sunday, 24 hours; Total numbers are weekly cume, Monday-Sunday, 24 hours.