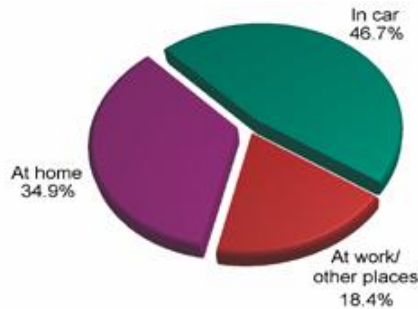


Radio Reaches Customers Everywhere

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.