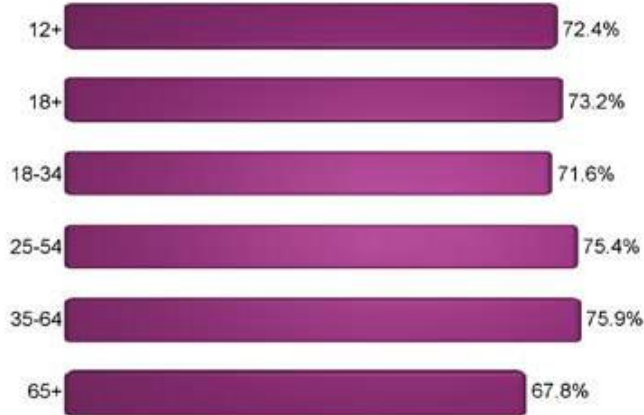


Radio Reaches 72% of All Consumers Every Day



Radio is a daily habit for Americans of all ages. Listening to our favorite Radio programs is as much a part of our daily routine as taking our vitamins, working out, or going to work or school. On any given day, close to three-quarters (72 percent) of the 12+ population makes time for Radio listening.

Average Daily Reach: Persons



Source: RADAR® 93, June 2007, © Copyright Arbitron
(Monday-Sunday, 24 Hours, based on Daily Cume)

Radio's Daily Reach

Read: Radio reaches 72.4% of persons 12 and older each day.

| Persons | | Teens | |
|---------|-------|-------|-------|
| 12+ | 72.4% | 12-17 | 65.5% |
| Men | | Women | |
| 18+ | 73.3% | 18+ | 73.1% |
| 18-34 | 70.4% | 18-34 | 72.8% |
| 25-54 | 75.3% | 25-54 | 75.6% |
| 35-64 | 76.2% | 35-64 | 75.7% |
| 65+ | 69.1% | 65+ | 66.9% |

Source: RADAR® 93, June 2007, © Copyright Arbitron
(Monday-Sunday, 24 Hours, based on Daily Cume)