

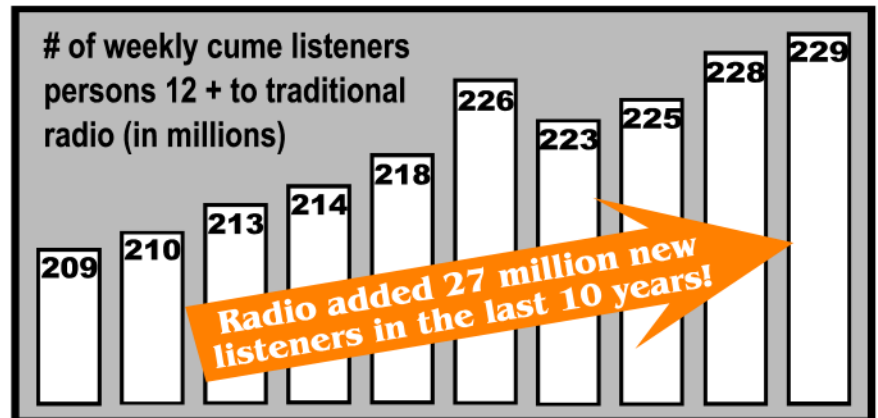
Why Advertise on the Radio?

RADIO TODAY IS HUGE!

Today there are over 12,000 terrestrial AM & FM radio stations operating in the U.S., being received by more than 575,000,000 traditional radio sets and reaching 229,000,000 listeners in the U.S.

RADIO TODAY IS GROWING!

Radio's reach has GROWN by 13% in the last decade, adding 27 million listeners! All this growth occurring during the time of huge growth in new technologies.



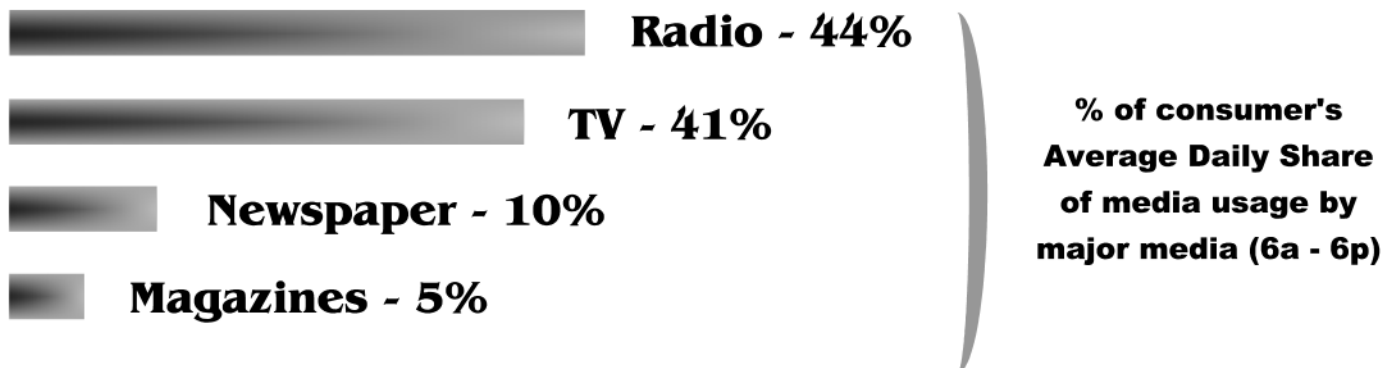
Source: RAB, based on annual Fall RADAR

RADIO TODAY IS EVERYWHERE!

19% of all traditional radio listening is done at work. 37% at home. 44% in the car. In fact, at any given point in time, 82% of all Adults can be reached by car radio!

RADIO TODAY DOMINATES MEDIA USAGE!

The average person spends more time with radio than any other medium! Radio accounts for nearly HALF (44%) of all major media usage!



**Radio reaches 94% of all consumers every week!
And 73% of all consumers every day!**