

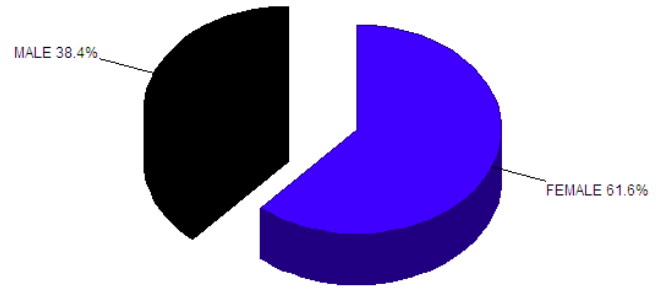


**322,000 consumers have read one or more of the past four issues of N'Digo!**

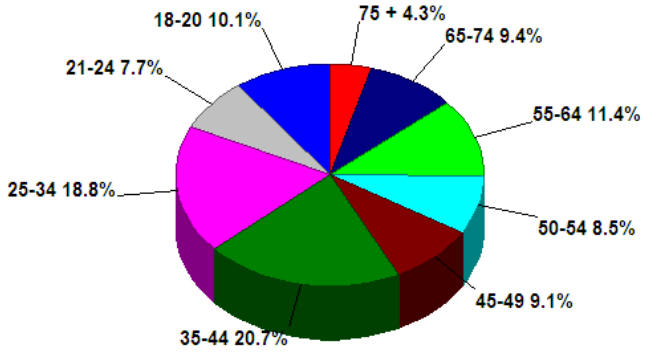
**160,500 readers per average issue**



N'Digo Gender Profile



Median Age of N'Digo Reader = 42

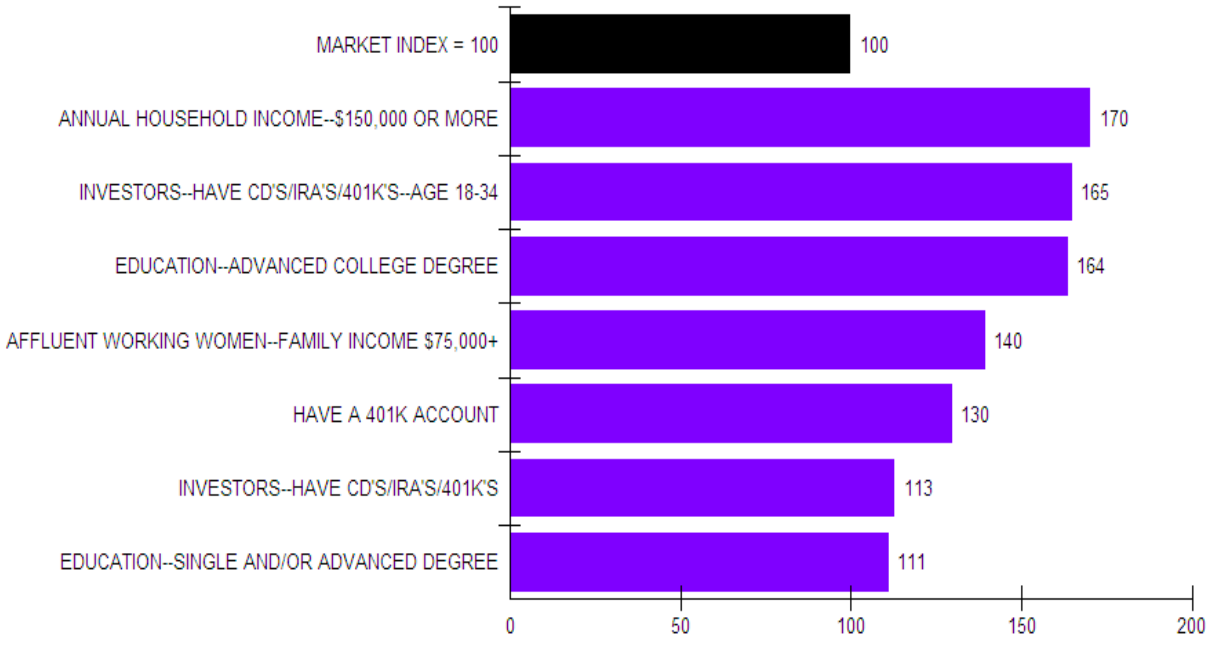


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
 Market: CHICAGO, IL for MAY-JUN/NOV'06-JAN 2007  
 Bases: ADULTS AGE 18+  
 Media: N'DIGO

THE MEDIA AUDIT

Most Often Index

**N'Digo reaches affluent and educated consumers!**



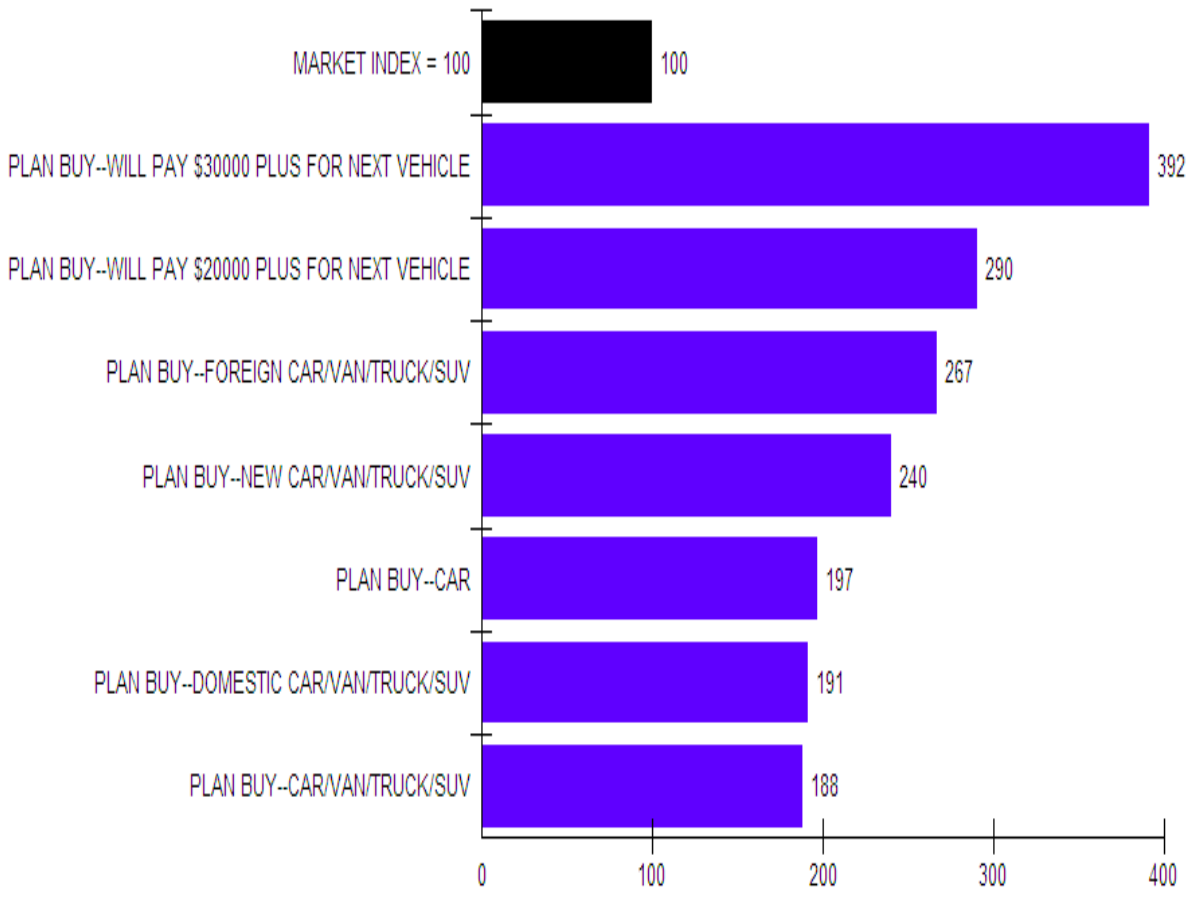




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**N'Digo readers are buying high-end vehicles this year!**



Market average = 100

Any Index over 100 = N'Digo is an efficient media to reach car buyers

**For every \$1,000 you spend in N'Digo to reach affluent car buyers, you get \$3,920 in value!**

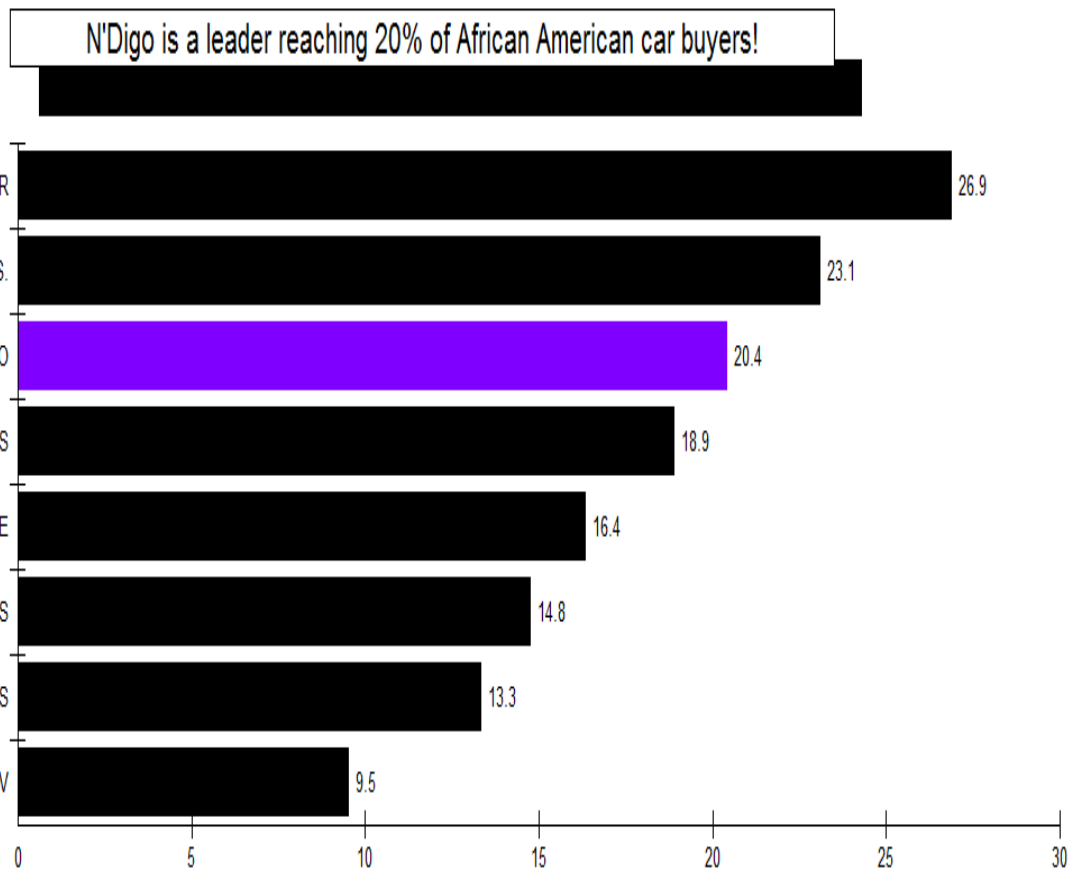
A higher percentage of N'Digo readers will spend over \$30,000 on their next vehicle than percentage of Chicagoans who will spend \$30,000+.



<b>Manufacturers owned</b>	<b>% of N'Digo Readers</b>	<b>Index</b>
<b>Plan to spend \$30,000+</b>	<b>11%</b>	<b>272</b>
<b>Plan to spend \$20,000+</b>	<b>18%</b>	<b>195</b>
<b>DOMESTIC</b>	<b>71%</b>	<b>100</b>
<b>FOREIGN</b>	<b>42%</b>	<b>97</b>
<b>Own one vehicle</b>	<b>25%</b>	<b>108</b>
<b>Own two+ vehicles</b>	<b>63%</b>	<b>94</b>
<b>BMW</b>	<b>2%</b>	<b>75</b>
<b>Buick</b>	<b>13%</b>	<b>188</b>
<b>Cadillac</b>	<b>13%</b>	<b>330</b>
<b>Chevrolet</b>	<b>18%</b>	<b>78</b>
<b>Lincoln/Mercury</b>	<b>8%</b>	<b>181</b>
<b>Ford</b>	<b>22%</b>	<b>92</b>
<b>Chrysler</b>	<b>7%</b>	<b>79</b>
<b>Dodge</b>	<b>17%</b>	<b>157</b>
<b>Jaguar</b>	<b>2%</b>	<b>357</b>
<b>Jeep</b>	<b>7%</b>	<b>195</b>
<b>Honda</b>	<b>12%</b>	<b>111</b>
<b>Infiniti</b>	<b>2%</b>	<b>132</b>
<b>Lexus</b>	<b>2.5%</b>	<b>106</b>
<b>Mercedes</b>	<b>3%</b>	<b>173</b>
<b>Nissan</b>	<b>7%</b>	<b>99</b>
<b>Porsche</b>	<b>2%</b>	<b>333</b>
<b>Toyota</b>	<b>16%</b>	<b>127</b>
<b>Luxury Foreign</b>	<b>8%</b>	<b>94</b>
<b>Luxury Domestic</b>	<b>16%</b>	<b>323</b>



Report: RANKER REPORT THE MEDIA AUDIT Media Plan/Buy Report  
 Market: CHICAGO, IL for MAY-JUN/NOV06-JAN 2007  
 Bases: RACE--BLACK (NOT HISPANIC)  
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV  
 Base Population: 1,139,500 % In Target: 34.1% Target Persons: 388,100





Report: RANKER REPORT THE MEDIA AUDIT Most Often Ratings  
 Market: CHICAGO, IL for MAY-JUN/NOV'06-JAN 2007  
 Bases: RACE--BLACK (NOT HISPANIC)  
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV

Base Population: 1,139,500 % In Target: 34.1% Target Persons: 388,100

**N'Digo reaches over 50,000 car buyers each issue! More than most radio stations!**

