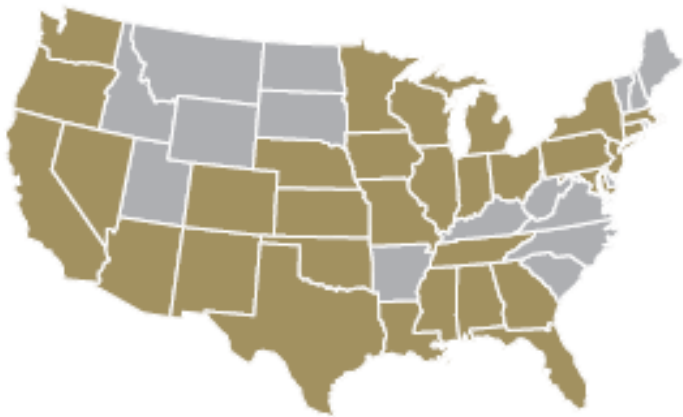


Rivers
CASINO



Pennsylvanians Generate Over 2 Million Casino Trips

States Generating Over 2 Million
2005 Casino Trips



- | | |
|---------------|--------------|
| Alabama | Mississippi |
| Arizona | Missouri |
| California | Nebraska |
| Colorado | Nevada |
| Connecticut | New Jersey |
| Florida | New Mexico |
| Georgia | New York |
| Illinois | Ohio |
| Indiana | Oklahoma |
| Iowa | Oregon |
| Kansas | Pennsylvania |
| Louisiana | Tennessee |
| Maryland | Texas |
| Massachusetts | Washington |
| Michigan | Wisconsin |
| Minnesota | |



1-in-5 Pittsburgh Adults Visited a Casino in the Past Year

Report: TARGET QUICK PROFILE
 Market: PITTSBURGH, PA for MAR-APR/SEP-OCT 2008
 Bases: ADULTS AGE 18+
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

THE MEDIA AUDIT

All Groups
 TOTAL

Base Population: 1,813,676

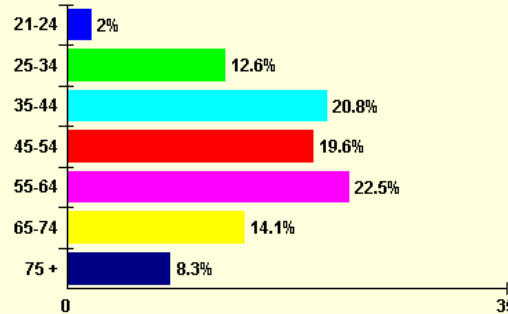
% in Target: 20.4

Target Persons: 369,311

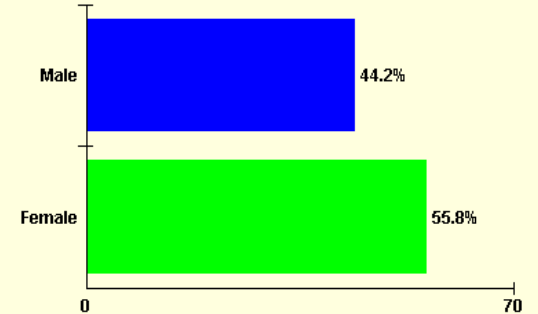
Target Profile

Total Income: \$23,276,108,500
Mean Income: \$63,026
Mean Age: 52
Home Owners: 86%
Mean Home Value: \$164,924
Mean Miles Past Week: 198

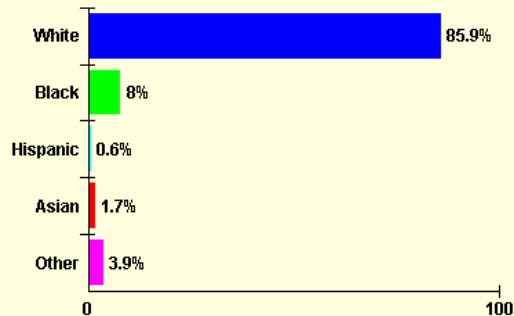
Age Analysis



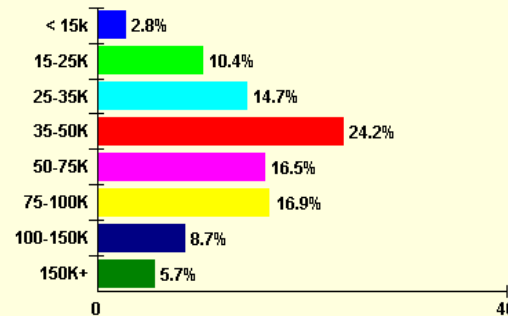
Gender Profile



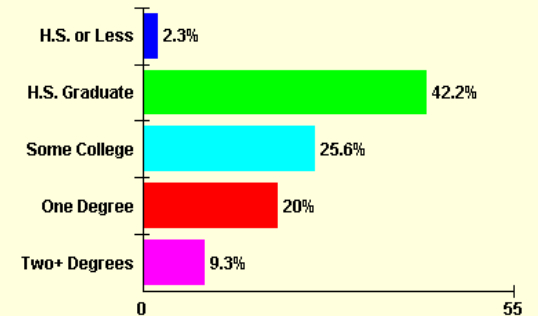
Ethnicity Profile



Annual Income



Education Profile



Pittsburgh Gamers

are more likely to be age 35-44 or 55-74, and earn \$75k+

THE MEDIA AUDIT TARGET MARKET PROFILE REPORT



REPORT MARKET: PITTSBURGH, PA
 REPORT BASE: ADULTS AGE 18+
 REPORT PERIOD: MAR-APR/SEP-OCT 2008
 TARGET: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

BASE POPULATION: 1,813,675

% IN TARGET: 20.4%

TARGET PERSONS: 369,310

MARKET PROFILE GROUPS	MARKET PROFILE PERCENT	TARGET PROFILE PERCENT	INDEX	0	100	200	300
GENDERS--MALE	47.1	44.2	93				
GENDERS--FEMALE	52.9	55.8	105				
AGES--18-20	4.3	*	*				
AGES--21-24	6.8	2.0	29				
AGES--25-34	13.9	12.6	90				
AGES--35-44	16.5	20.8	126				
AGES--45-49	10.0	8.7	87				
AGES--50-54	10.0	10.9	109				
AGES--55-64	16.0	22.5	140				
AGES--65-74	11.7	14.1	121				
AGES--75 +	10.8	8.3	77				
ETHNICITY--WHITE	85.5	85.9	100				
ETHNICITY--BLACK	7.4	8.0	108				
ETHNICITY--HISPANIC	0.9	0.8	72				
ETHNICITY--ASIAN	1.5	1.7	111				
INCOME--< 15K	5.5	2.8	51				
INCOME--15K-25K	13.8	10.4	75				
INCOME--25K-35K	13.7	14.7	107				
INCOME--35K-50K	24.1	24.2	100				
INCOME--50K-75K	17.9	16.5	92				
INCOME--75K-100K	12.7	16.9	132				
INCOME--100K-150K	8.0	8.7	108				
INCOME--150K+	4.3	5.7	134				
EDUCATION--H.S. OR LESS	6.2	2.3	36				
EDUCATION--H.S. GRADUATE	40.2	42.2	105				
EDUCATION--SOME COLLEGE	22.4	25.6	114				
EDUCATION--COLLEGE DEGREE	20.0	20.0	100				
EDUCATION--ADVANCED DEGREE	10.8	9.3	87				

Casino Games by Age

Favorite Games by Age

Age Range	21-35	36-50	51-65	66+
Slots / Video Poker (Net)	65%	73%	75%	74%
\$.01 - .02	6%	6%	7%	7%
\$.05 - .10	20%	19%	17%	19%
\$.25 - .50	31%	39%	42%	40%
\$1.00 - 4.00	7%	8%	8%	7%
\$5.00 +	1%	1%	1%	1%
Table Games	21%	14%	10%	9%
Blackjack/21	14%	9%	6%	5%
Roulette	3%	2%	1%	1%
Craps	2%	2%	1%	1%
Live Poker	2%	1%	1%	2%
Other	6%	5%	5%	5%
Don't know	8%	8%	9%	12%

Source: Harrah's Entertainment, Inc. / TNS

According to the Harrah's 2006 Gamer Profile

- Table Gamers skew young
- Slot Players skew older

WQED-PBS Reaches the Younger Table-Gamer

Report: MEDIA PROFILE REPORT
Market: PITTSBURGH, PA for MAR-APR/SEP-OCT 2008
Bases: ADULTS AGE 18+
Media: C13 WQED PBS TOTAL
Target: ADULTS--AGE 25-49

THE MEDIA AUDIT

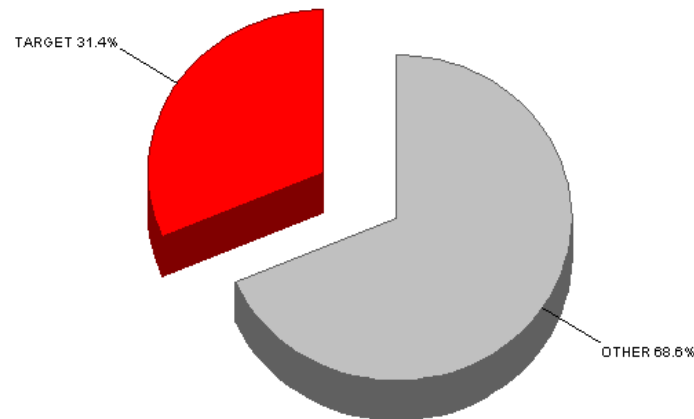
All Groups

Media Persons: 778,518

Target Percent: 31.4%

Target Persons: 244,647

Nearly a Third of WQED PBS Viewers are Age 25-49



MEDIA AUDIENCE ANALYSIS IS BASED ON 973 RESPONDENTS IN THE AUDIENCE OF THE MEDIA

And WQED-PBS Targets the Older Slot-Player

Report: MEDIA PROFILE REPORT
Market: PITTSBURGH, PA for MAR-APR/SEP-OCT 2008
Bases: ADULTS AGE 18+
Media: C13 WQED PBS TOTAL
Target: ADULTS--AGE 50 PLUS

THE MEDIA AUDIT

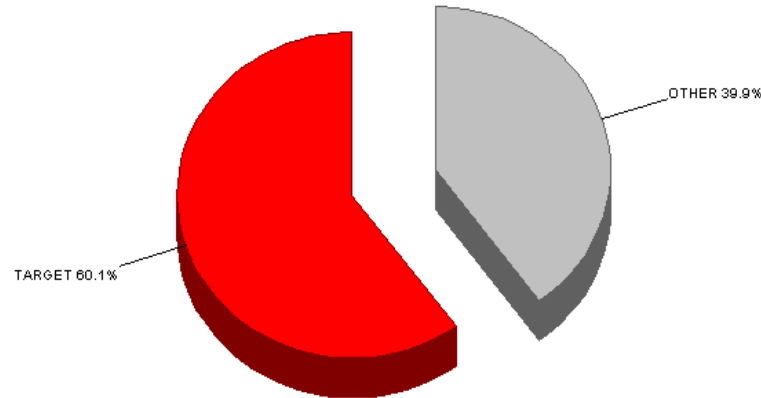
All Groups

Media Persons: 778,518

Target Percent: 60.1%

Target Persons: 467,577

60% of WQED PBS Viewers are Age 50 Plus



MEDIA AUDIENCE ANALYSIS IS BASED ON 973 RESPONDENTS IN THE AUDIENCE OF THE MEDIA

40% of Pittsburgh Casino Gamers Watch WQED-PBS

Report: RANKER REPORT
Market: PITTSBURGH, PA for MAR-APR/SEP-OCT 2008
Bases: ADULTS AGE 18+
Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

THE MEDIA AUDIT

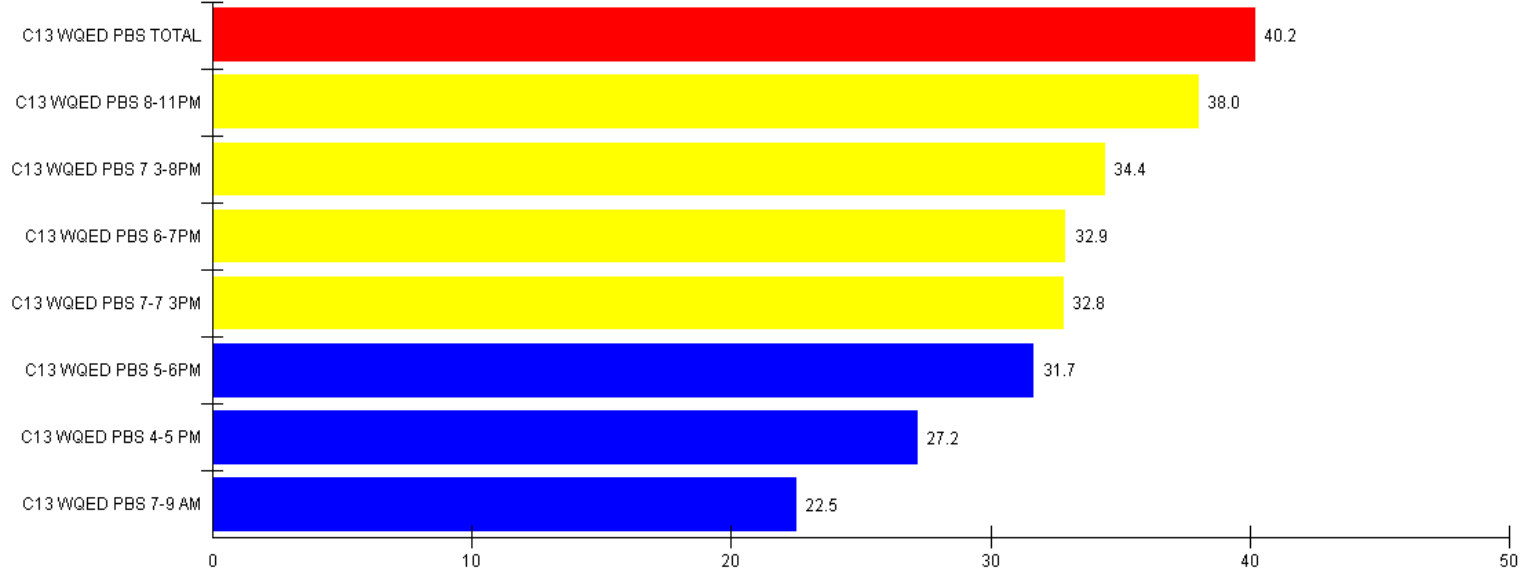
Cume Ratings

Base Population: 1,813,675

% In Target: 20.4%

Target Persons: 369,310

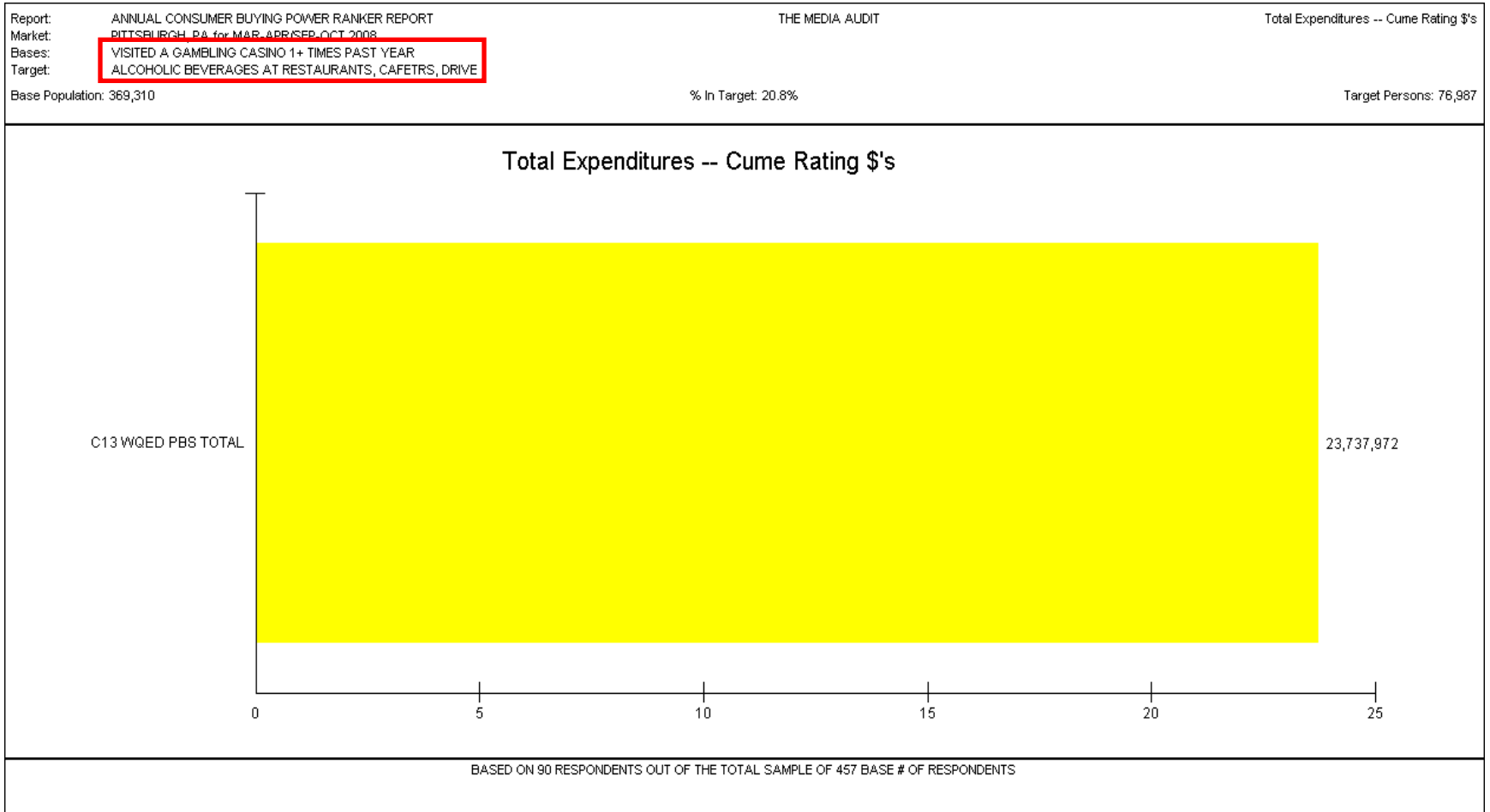
WQED PBS Top Day-Parts for Reaching Casino Gamers



BASED ON 457 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 2,080 BASE # OF RESPONDENTS



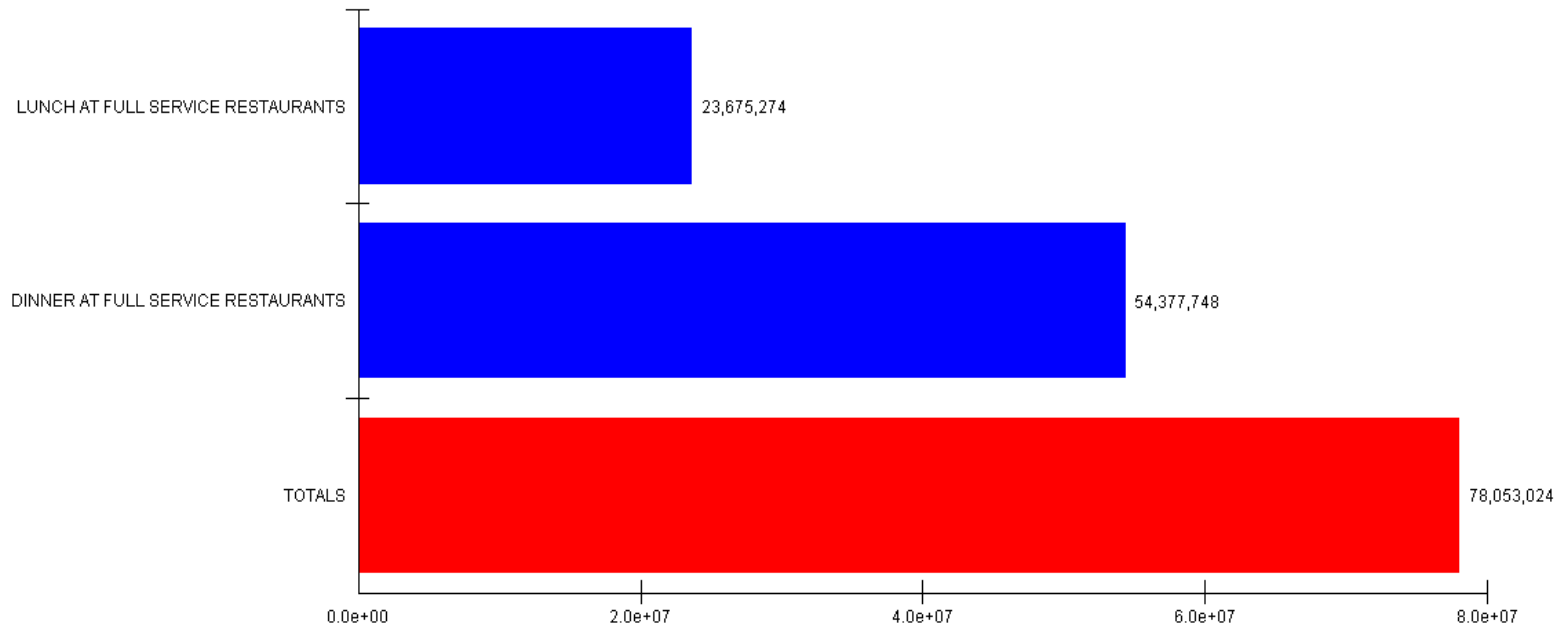
WQED-PBS Gamers Spent Over \$23.7 Million on Alcohol at Restaurants



WQED-PBS Gamers Spent \$78 Million on Lunches & Dinners at Full-Service Restaurants

Report: ANNUAL CONSUMER BUYING POWER REPORT
Market: PITTSBURGH, PA for MAR, APR, SEP, OCT 2008
Bases: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR
Media: C13 WQED PBS TOTAL
Base Population: 369,310 % In Media Audience: 40.2% Cume \$ Report Media Persons: 148,562

Cume \$ Total Expenditures



BASED ON 205 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 457 BASE # OF RESPONDENTS

WQED-PBS Viewers Spend More per Person on Gaming & Betting Activities

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
 Market: PITTSBURGH, PA for MAR-APR/SEP-OCT 2008
 Bases: ADULTS AGE 18+
 Target: LOTTERIES AND PARI-MUTUEL AND GAMBLING LOSSES

THE MEDIA AUDIT

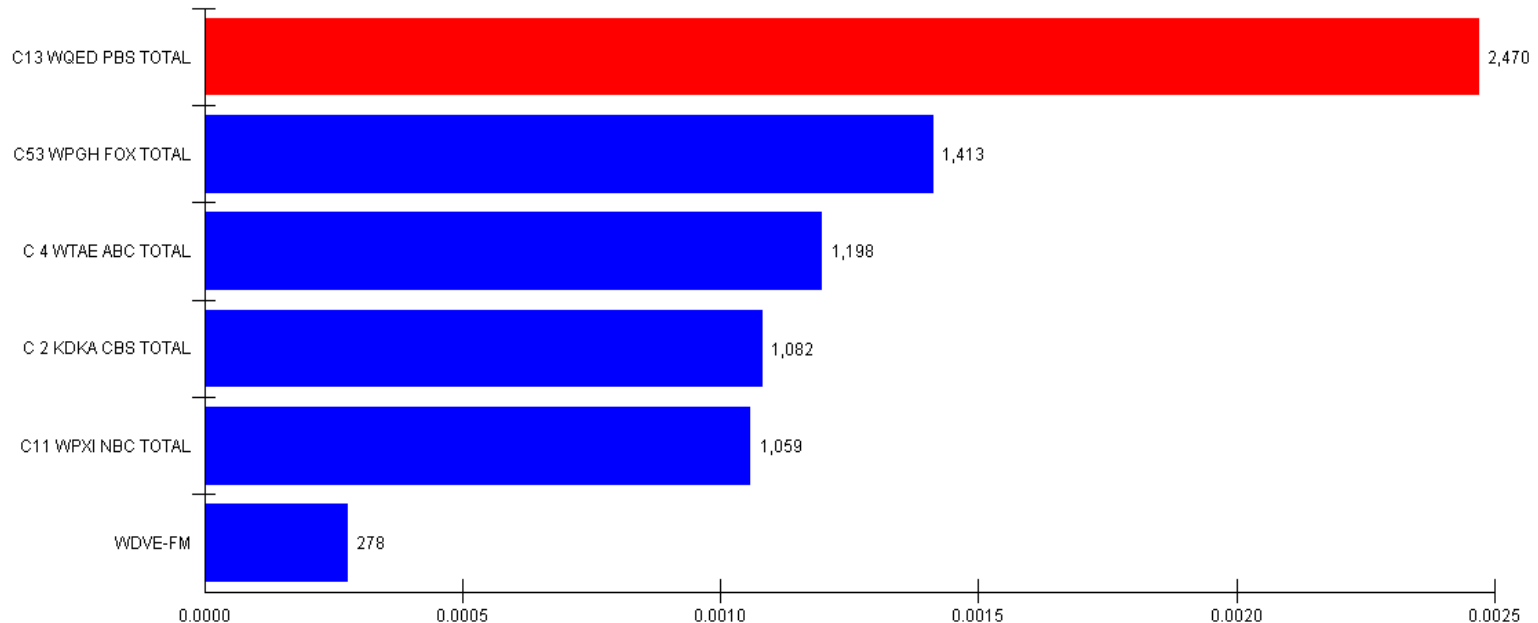
Average \$'s Expenditure -- Most Often Rating

Base Population: 1,813,675

% In Target: 32.6%

Target Persons: 590,937

Average \$'s Expenditure -- Most Often Rating



BASED ON 720 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 2,080 BASE # OF RESPONDENTS



WQED-PBS Viewers Lost Over **\$382.6** Million on Gaming and Betting

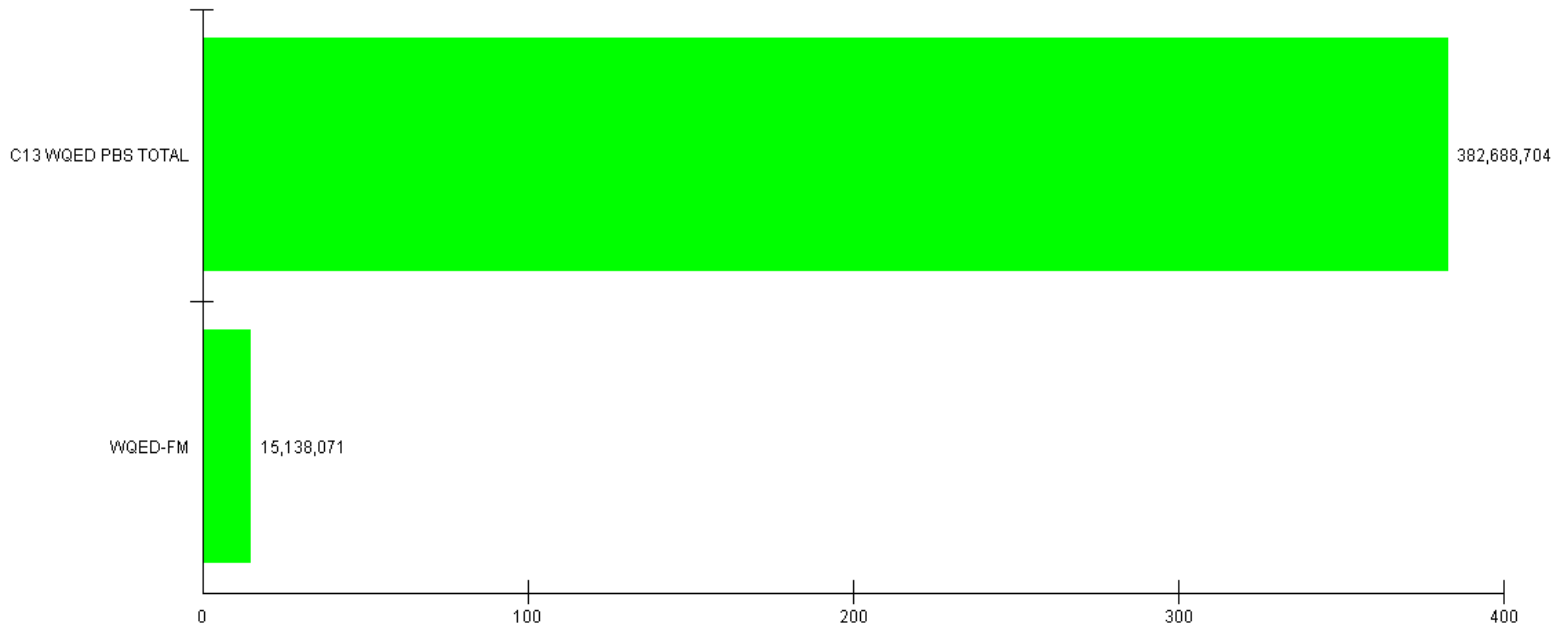
Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
Market: PITTSBURGH, PA for MAR-APR/SEP-OCT 2008
Bases: ADULTS AGE 18+
Target: LOTTERIES AND PARI-MUTUEL AND GAMBLING LOSSES

THE MEDIA AUDIT

Total Expenditures -- Cume Rating \$'s

Base Population: 1,813,675 % In Target: 32.6% Target Persons: 590,937

Total Expenditures -- Cume Rating \$'s



BASED ON 720 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 2,080 BASE # OF RESPONDENTS

Additional Slides – No Casino Gamer Base

WQED-PBS Viewers Spent Over **\$144.9** Million on Alcohol at Restaurants

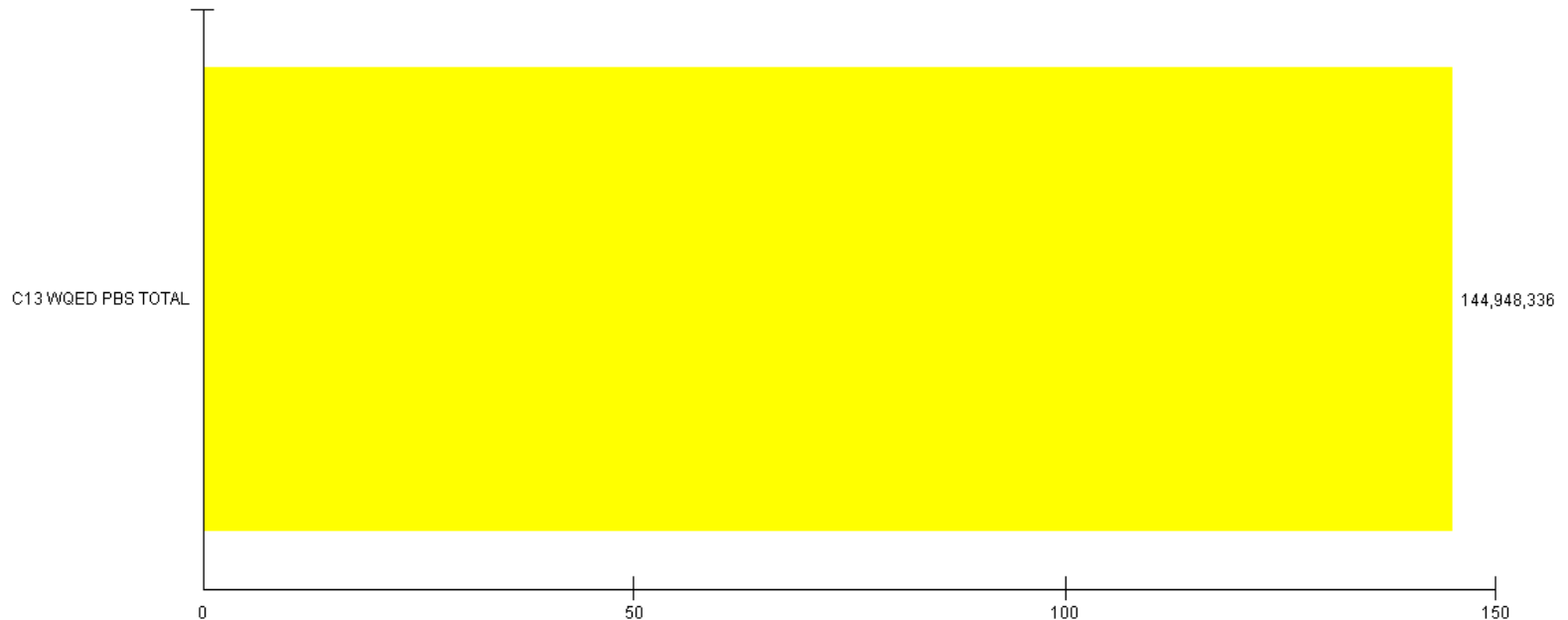
Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
Market: PITTSBURGH, PA for MAR-APR/SEP-OCT 2008
Bases: ADULTS AGE 18+
Target: ALCOHOLIC BEVERAGES AT RESTAURANTS, CAFETRS, DRIVE

THE MEDIA AUDIT

Total Expenditures -- Cume Rating \$'s

Base Population: 1,813,675 % In Target: 23.2% Target Persons: 421,270

Total Expenditures -- Cume Rating \$'s

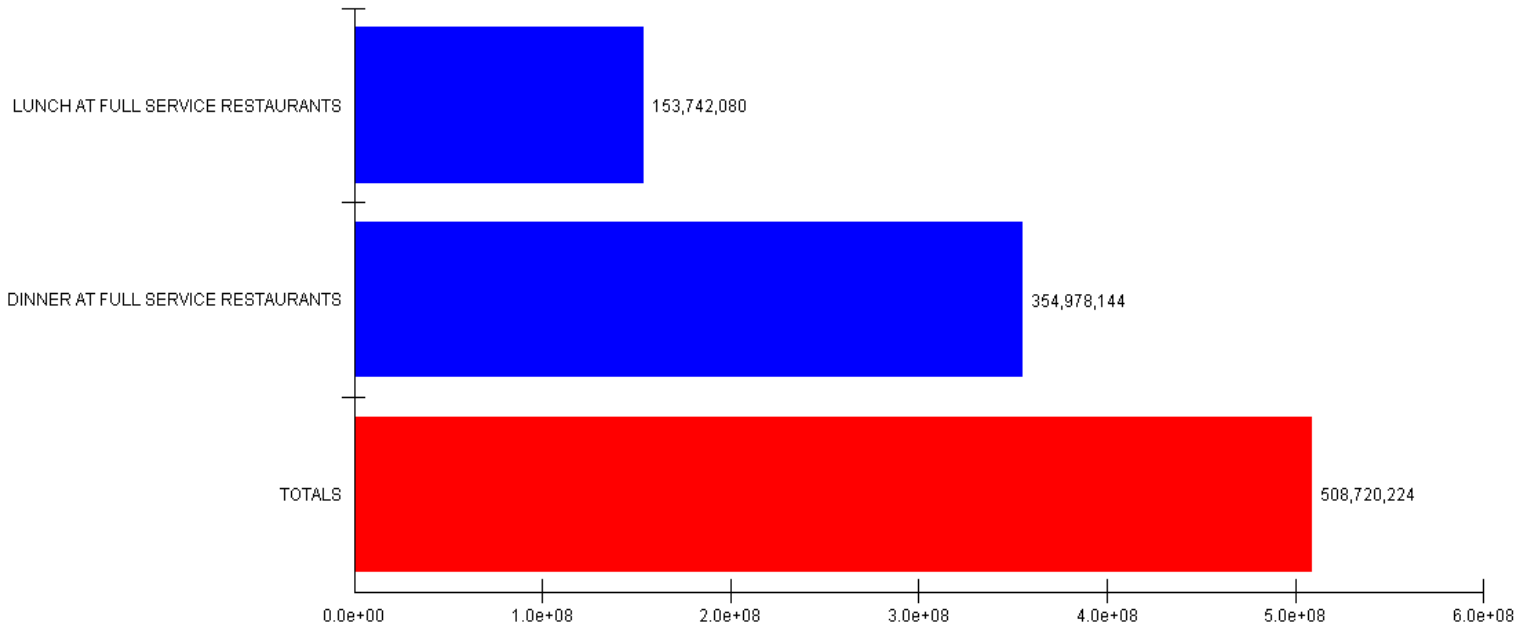


BASED ON 424 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 2,080 BASE # OF RESPONDENTS

WQED-PBS Viewers Spent **\$508.7 Million** on Lunches & Dinners at Full-Service Restaurants

Report: ANNUAL CONSUMER BUYING POWER REPORT
Market: PITTSBURGH, PA for MAR-APR/SEP-OCT 2008
Bases: ADULTS AGE 18+
Media: C13 WQED PBS TOTAL
Base Population: 1,813,675
% In Media Audience: 42.9%
Cume \$ Report
Media Persons: 778,518

Cume \$ Total Expenditures



BASED ON 973 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 2,080 BASE # OF RESPONDENTS

