



SunTrust Customer Profile

| Household Income | % of SunTrust | Index |
|-------------------|---------------|-------|
| UNDER \$25,000 | 3.8 | 42 |
| \$25,000-\$34,999 | 7.9 | 87 |
| \$35,000-\$49,999 | 20.1 | 85 |
| \$50,000-\$74,999 | 21 | 109 |
| \$75,000 PLUS | 47.3 | 121 |
| \$100,000 PLUS | 31.8 | 128 |
| \$150,000 OR MORE | 14.7 | 147 |

SunTrust customers are more upscale.

With an index of 147, SunTrust customers are 47% more likely to have incomes of \$150,000 or more in the Household





SunTrust Customer Profile Vs 680 The Fan

| Household Income | SunTrust | 680 The Fan |
|-------------------|----------|-------------|
| UNDER \$25,000 | 42 | 14 |
| \$25,000-\$34,999 | 87 | 26 |
| \$35,000-\$49,999 | 85 | 60 |
| \$50,000-\$74,999 | 109 | 136 |
| \$75,000 PLUS | 121 | 144 |
| \$100,000 PLUS | 128 | 201 |
| \$150,000 OR MORE | 147 | 153 |

**Mirroring the SunTrust customer profile, 680
The Fan listeners are more upscale.**





SunTrust Customer Profile

| Shared Customers | % SunTrust | Index |
|---|------------|-------|
| CUSTOMER--ALL CREDIT UNIONS [NET] | 15.9 | 85 |
| CUSTOMER--BANK OF AMERICA | 24.8 | 87 |
| CUSTOMER--BRANCH BANKING & TRUST (BB&T) | 3.7 | 121 |
| CUSTOMER--REGIONS BANK | 4.7 | 145 |
| CUSTOMER--SUNTRUST BANK | 100 | 808 |
| CUSTOMER--WACHOVIA BANK | 24.3 | 83 |
| CUSTOMER--WASHINGTON MUTUAL BANK | 3.2 | 47 |

**Almost one quarter of SunTrust customers
also bank at BOA or Wachovia**





SunTrust Customer Profile Vs 680 The Fan

| Shared Customers | % SunTrust | % 680 The Fan |
|---|-------------|---------------|
| CUSTOMER--ALL CREDIT UNIONS [NET] | 15.9 | 30.8 |
| CUSTOMER--BANK OF AMERICA | 24.8 | 24.6 |
| CUSTOMER--BRANCH BANKING & TRUST (BB&T) | 3.7 | 3.2 |
| CUSTOMER--REGIONS BANK | 4.7 | 1.9 |
| CUSTOMER--SUNTRUST BANK | 100 | 15.4 |
| CUSTOMER--WACHOVIA BANK | 24.3 | 50.5 |
| CUSTOMER--WASHINGTON MUTUAL BANK | 3.2 | 1.8 |

680 The Fan can help deliver you message to your competitors. Half of our listeners currently bank at Wachovia giving you the opportunity to steal valuable market share from the competition.





SunTrust Customer Profile Vs 680 The Fan

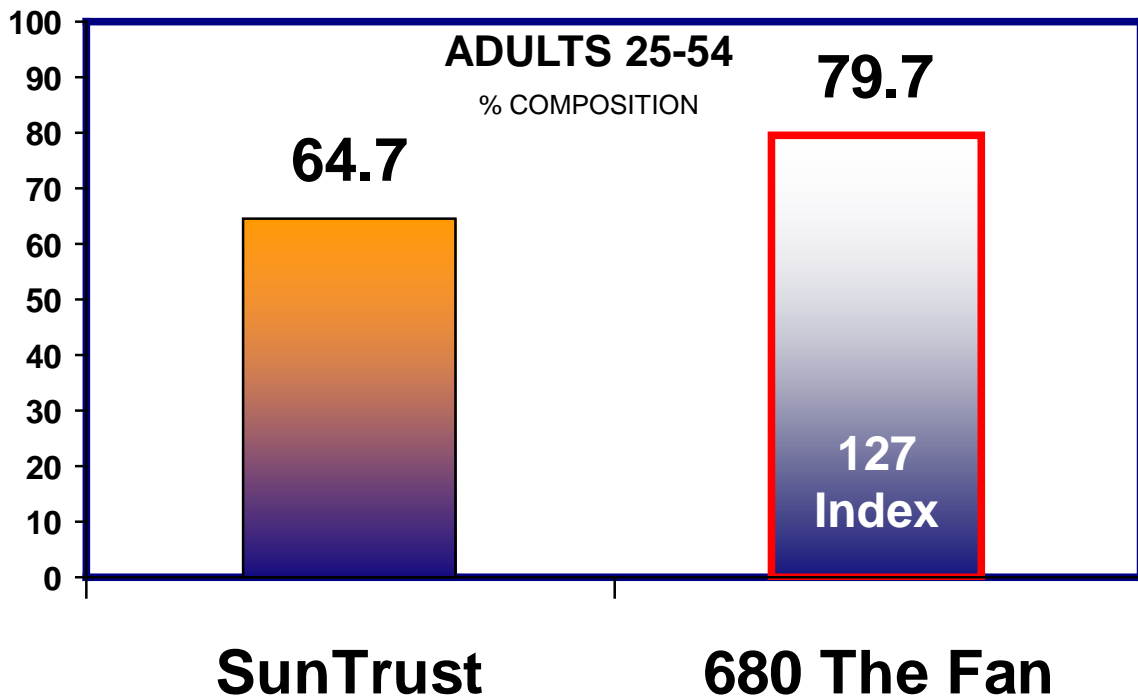
| Shared Customers | % SunTrust | % 680 The Fan |
|---|------------|---------------|
| LIVE IN--CARROLL/PAULDING/DOUGLAS COUNTIES | 5.2 | 7.6 |
| LIVE IN--CHEROKEE/BARTOW/PICKENS/FORSYTH COUNTIES | 8.6 | 6.9 |
| LIVE IN--CLAYTON COUNTY | 6.1 | 3.8 |
| LIVE IN--COBB COUNTY | 16.9 | 7.5 |
| LIVE IN--COWETA/FAYETTE COUNTIES | 1.5 | 1.5 |
| LIVE IN--DEKALB COUNTY | 16.7 | 16.5 |
| LIVE IN--FULTON COUNTY | 22.6 | 25.6 |
| LIVE IN--GWINNETT COUNTY | 16.3 | 22.1 |
| LIVE IN--HENRY/SPALDING COUNTIES | 2.6 | 4.1 |
| LIVE IN--BARROW/NEWTON/WALTON/ROCKDALE COUNTIES | 3.4 | 4.3 |
| LIVE IN--FULTON/DEKALB COUNTIES | 39.3 | 42.1 |
| LIVE IN--OTHER COUNTIES [NOT FULTON/DEKALB] | 60.7 | 57.9 |

**680 The Fan can help deliver you message
to your primary areas.**





SunTrust Customer Profile Vs 680 The Fan

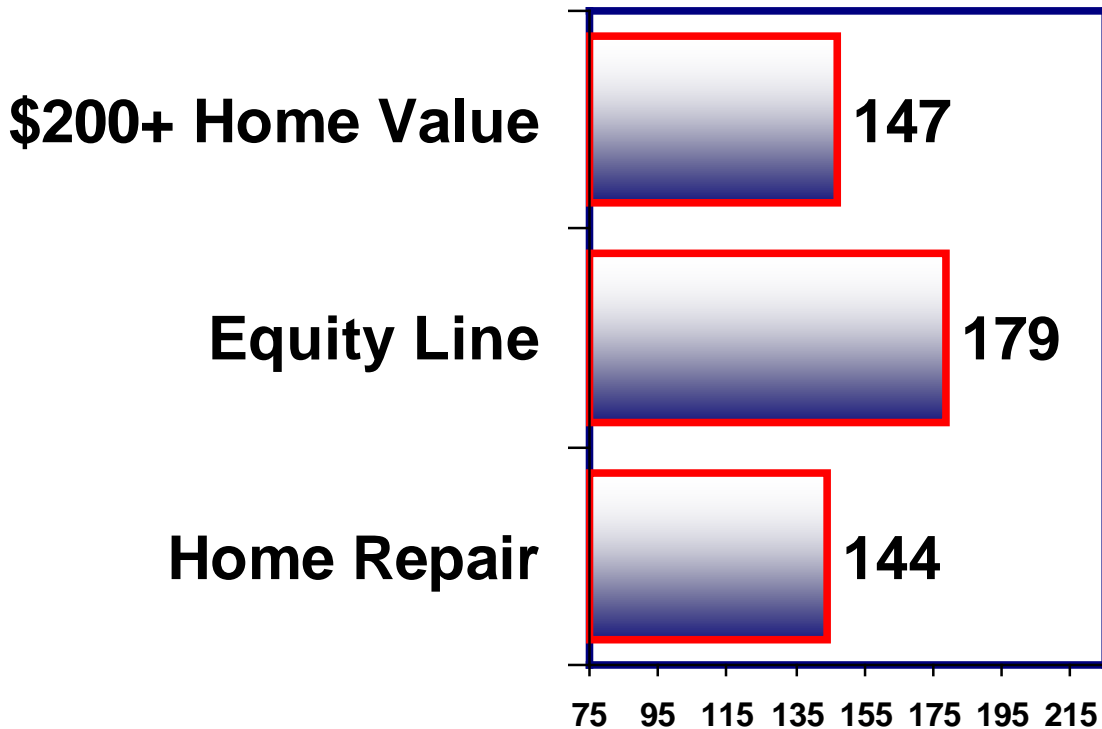


80 cents (79.7%) of every dollar go towards hitting your core demographic of 25 to 54.





680 The Fan Listener Profile



680 The Fan Listeners have and want Equity Lines to invest in their home. Plus, great potential customers for refinance





680 The Fan Listener Profile

Qualified customers

\$2.7 Billion
Mortgage Interest



680 The Fan Listeners spent \$2.7 Billion in interest on interest for their primary home. Another \$24 million spent on interest for equity lines and \$9.6 million on interest for a line of credit



SunTrust Customer Profile

| Sports Fans | % SunTrust | Index |
|---|------------|-------|
| FOLLOWED SPORTS PAST 12-MONTHS--ON RADIO | 43 | 106 |
| SPORTS FANS OF--ATLANTA BRAVES | 56.5 | 104 |
| SPORTS FANS OF--ATLANTA HAWKS | 36.4 | 121 |
| SPORTS FANS OF--ATLANTA DREAM | 6.5 | 132 |
| SPORTS FANS OF--ATLANTA FALCONS | 60 | 116 |
| SPORTS FANS OF--ATLANTA THRASHERS | 16.5 | 103 |
| FOLLOW SPORT ON RADIO--COLLEGE BASEBALL | 18.1 | 125 |
| FOLLOW SPORT ON RADIO--COLLEGE BASKETBALL | 26.6 | 115 |
| FOLLOW SPORT ON RADIO--COLLEGE FOOTBALL | 38.9 | 112 |
| FOLLOW SPORT ON RADIO--ATLANTA BRAVES | 36.2 | 112 |
| FOLLOW SPORT ON RADIO--ATLANTA HAWKS | 23.6 | 142 |
| FOLLOW SPORT ON RADIO--ATLANTA DREAM | 2.2 | 99 |
| FOLLOW SPORT ON RADIO--ATLANTA FALCONS | 32.6 | 110 |
| FOLLOW SPORT ON RADIO--ATLANTA THRASHERS | 10.5 | 101 |

SunTrust customers are sports fans!

