

Presented by
680 The Fan (WCNN)

The Fan Reaches a Quality Audience

Our Listeners are Fiscally Fit

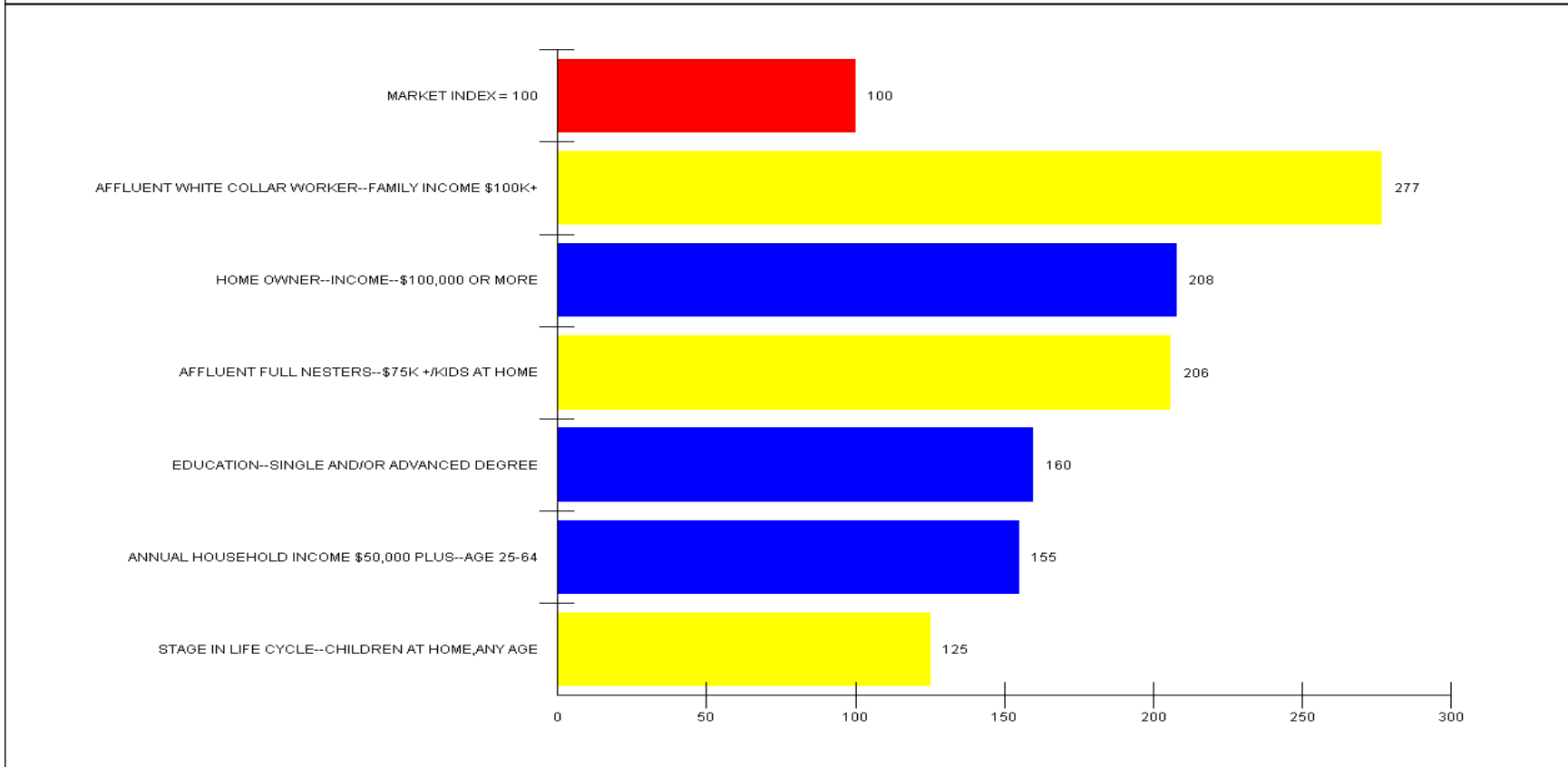
- Total aggregate income of **\$20.2 Billion**
- Average Household Income **\$102,400**
 - **30% higher** than the Market Average
- **95%** of our Listeners **own homes**
 - Average Home value of **\$222,600**
 - 60% of these homeowners earn at least \$100,000

The Fan Listeners are Educated, Affluent Families

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: ATLANTA, GA for OCT-NOV 2008
 Bases: ADULTS AGE 18+
 Media: WVCNN

THE MEDIA AUDIT

Cume Index



MARKET PROFILE IS BASED ON 1,040 RESPONDENTS. AUDIENCE PROFILE IS BASED ON 34 RESPONDENTS

The Fan **LEADS** all Other Radio Stations in Average Household Income

THE MEDIA AUDIT
CROSSTAB INCOME REPORT
CrossTab Income Report -- Avg (Mean)

REPORT MARKET: ATLANTA, GA
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: OCT-NOV 2008
PRIMARY TARGET: ADULTS AGE 18+

BASE PERSONS: 3,836,098
BASE INCOME: \$301,161,896,750

PRIMARY TARGET: 100.0% OF BASE PERSONS
PRIMARY TARGET INCOME: 100.0% OF BASE INCOME

PRIMARY TARGET: 3,836,098 PERSONS
PRIMARY TARGET INCOME: \$301,161,896,750

| TARGET | AVG (MEAN) INCOME \$ | \$51,196 | \$102,392 |
|--------------------------------|----------------------------|----------|-----------|
| PAST 7-DAY CUME RADIO--WCNN | 102,392 | | |
| PAST 7-DAY CUME RADIO--WZGC-FM | 102,078 | | |
| PAST 7-DAY CUME RADIO--WF5H-FM | 93,068 | | |
| PAST 7-DAY CUME RADIO--WWSB | 90,780 | | |
| PAST 7-DAY CUME RADIO--WGST | 90,343 | | |
| PAST 7-DAY CUME RADIO--WUBL-FM | 87,477 | | |
| PAST 7-DAY CUME RADIO--WSTR-FM | 86,391 | | |
| PAST 7-DAY CUME RADIO--WABE-FM | 85,131 | | |
| PAST 7-DAY CUME RADIO--WKHX-FM | 83,269 | | |
| PAST 7-DAY CUME RADIO--WYAY-FM | 82,580 | | |
| PAST 7-DAY CUME RADIO--WWSB-FM | 79,323 | | |
| ADULTS AGE 18+ | 78,507 | | |
| PAST 7-DAY CUME RADIO--WNNX-FM | 78,489 | | |
| PAST 7-DAY CUME RADIO--WVEE-FM | 77,460 | | |
| PAST 7-DAY CUME RADIO--WBTS-FM | 77,350 | | |
| PAST 7-DAY CUME RADIO--WAMJ-FM | 77,249 | | |
| PAST 7-DAY CUME RADIO--WKLS-FM | 75,916 | | |
| PAST 7-DAY CUME RADIO--WHTA-FM | 75,351 | | |
| PAST 7-DAY CUME RADIO--WSRV-FM | 73,970 | | |
| PAST 7-DAY CUME RADIO--WJZZ-FM | 73,656 | | |
| PAST 7-DAY CUME RADIO--WALR-FM | 72,967 | | |
| PAST 7-DAY CUME RADIO--WMMQ-FM | 69,184 | | |
| PAST 7-DAY CUME RADIO--WPZE-FM | 58,656 | | |

The Fan Listeners **with** Children have the **HIGHEST** Average Income in the Market

THE MEDIA AUDIT
 CROSSTAB INCOME REPORT
 CrossTab Income Report -- Avg (Mean)

REPORT MARKET: ATLANTA, GA
 REPORT BASE: ADULTS AGE 18+
 REPORT PERIOD: OCT-NOV/2008
 PRIMARY TARGET: STAGE IN LIFE CYCLE-CHILDREN AT HOME,ANY AGE

BASE PERSONS: 3,836,098
 BASE INCOME: \$301,161,896,750

PRIMARY TARGET: 49.1% OF BASE PERSONS
 PRIMARY TARGET INCOME: 53.9% OF BASE INCOME

PRIMARY TARGET: 1,884,005 PERSONS
 PRIMARY TARGET INCOME: \$162,291,680,000

| TARGET | AVG (MEAN) INCOME \$0 | \$57,455 | \$114,910 |
|--------------------------------|-----------------------|----------|-----------|
| PAST 7-DAY CUME RADIO--WCNN | 114,910 | | |
| PAST 7-DAY CUME RADIO--WSB | 106,286 | | |
| PAST 7-DAY CUME RADIO--WZGC-FM | 104,768 | | |
| PAST 7-DAY CUME RADIO--WGST | 98,705 | | |
| PAST 7-DAY CUME RADIO--WSTR-FM | 98,187 | | |
| PAST 7-DAY CUME RADIO--WYAY-FM | 97,626 | | |
| PAST 7-DAY CUME RADIO--WUBL-FM | 96,738 | | |
| PAST 7-DAY CUME RADIO--WF5H-FM | 94,392 | | |
| PAST 7-DAY CUME RADIO--WKHX-FM | 91,085 | | |
| PAST 7-DAY CUME RADIO--WNNX-FM | 89,602 | | |
| ADULTS AGE 18+ | 86,142 | | |
| PAST 7-DAY CUME RADIO--WABE-FM | 85,574 | | |
| PAST 7-DAY CUME RADIO--WSB-FM | 83,866 | | |
| PAST 7-DAY CUME RADIO--WBTS-FM | 80,061 | | |
| PAST 7-DAY CUME RADIO--WHTA-FM | 78,616 | | |
| PAST 7-DAY CUME RADIO--WKLS-FM | 78,384 | | |
| PAST 7-DAY CUME RADIO--WSRV-FM | 78,303 | | |
| PAST 7-DAY CUME RADIO--WVEE-FM | 75,344 | | |
| PAST 7-DAY CUME RADIO--WAMU-FM | 73,493 | | |
| PAST 7-DAY CUME RADIO--WALR-FM | 70,275 | | |
| PAST 7-DAY CUME RADIO--WWWQ-FM | 67,716 | | |
| PAST 7-DAY CUME RADIO--WUZZ-FM | 66,310 | | |
| PAST 7-DAY CUME RADIO--WPZE-FM | 61,468 | | |



The Fan's Listeners Spend \$32 Million on Hospital Services

THE MEDIA AUDIT

ANNUAL CONSUMER BUYING POWER CROSSTAB REPORT

REPORT MARKET: ATLANTA, GA
 REPORT BASE: ADULTS AGE 18+
 REPORT PERIOD: APR-MAY/OCT-NOV 2008
 PRIMARY: PAST 7-DAY CUME RADIO--WCNN

BASE POPULATION: 3,836,109

% IN TARGET AUDIENCE: 4.8

| TARGETS | TOTAL \$s | AVERAGE \$s |
|--|--------------|----------------|
| HOSPITAL ROOM AND MEALS | 18,194,434 | 20,858 |
| HOSPITAL SERVICES OTHER THAN ROOM AND MEALS | 9,102,572 | 6,562 |
| OTHER MEDICAL CARE SERVICES (E.G. OUTPATIENT HOSPI | 5,087,557 | 2,073 |



The Fan's Listeners Spend **MORE** Per Person on Hospital Services

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
Market: ATLANTA, GA for APR-MAY/OCT-NOV 2008
Bases: ADULTS AGE 18+
Target: HOSPITAL SERVICES OTHER THAN ROOM AND MEALS

THE MEDIA AUDIT

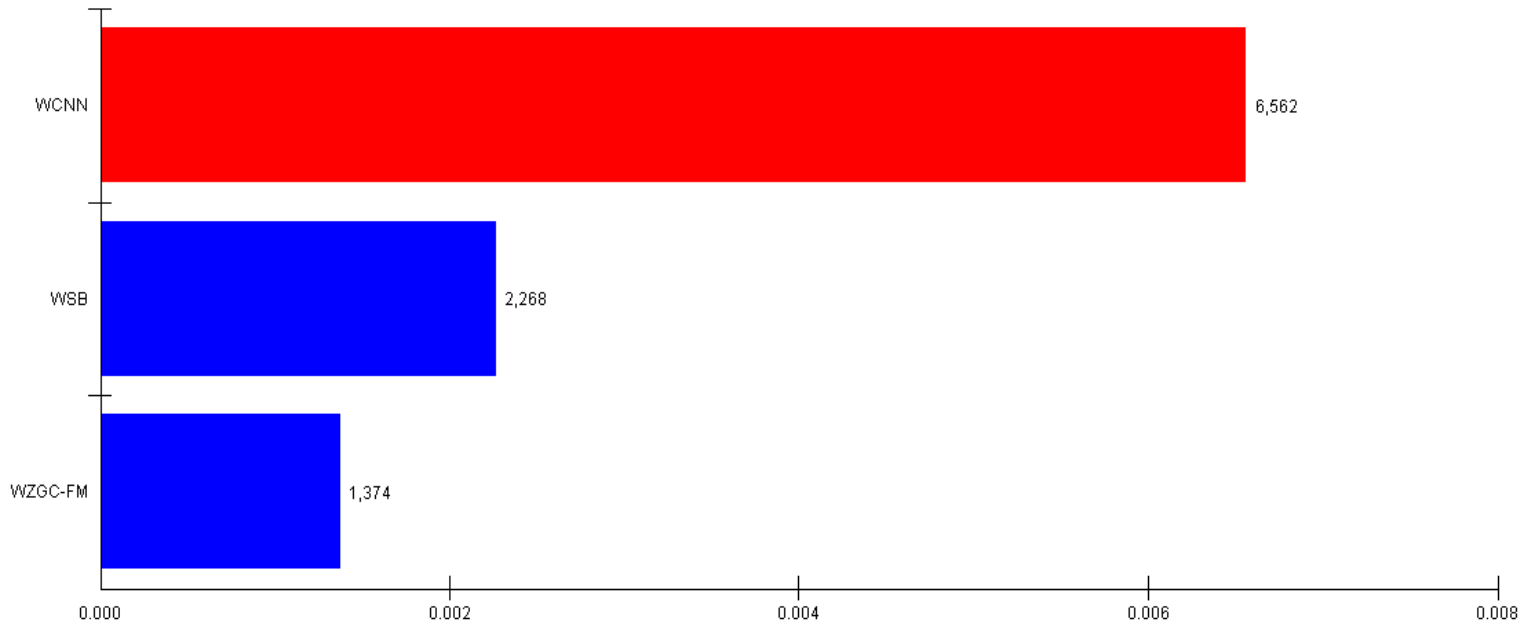
Average \$'s Expenditure -- Cume Rating

Base Population: 3,836,109

% In Target: 6.6%

Target Persons: 253,496

Average \$'s Expenditure -- Cume Rating



BASED ON 138 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 2,081 BASE # OF RESPONDENTS

The Fan's Listeners Donated \$235.7 Million to Charities, Religious Organizations, & Political Organizations

THE MEDIA AUDIT

ANNUAL CONSUMER BUYING POWER CROSSTAB REPORT

REPORT MARKET: ATLANTA, GA
 REPORT BASE: ADULTS AGE 18+
 REPORT PERIOD: APR-MAY/OCT-NOV 2008
 PRIMARY: PAST 7-DAY CUME RADIO--WCNN

BASE POPULATION: 3,836,109

% IN TARGET AUDIENCE: 4.8

| TARGETS | TOTAL \$s | AVERAGE \$s |
|--|--------------|----------------|
| CASH CONTRIBUTIONS TO CHARITIES AND OTHER ORGANISA | 34,025,960 | 771 |
| CASH CONTRIBUTIONS TO CHURCHES OR RELIGIOUS ORGANI | 118,859,008 | 2,825 |
| CASH CONTRIBUTIONS TO POLITICAL ORGANISATIONS | 729,466 | 338 |
| OTHER CASH GIFTS | 82,040,048 | 1,138 |



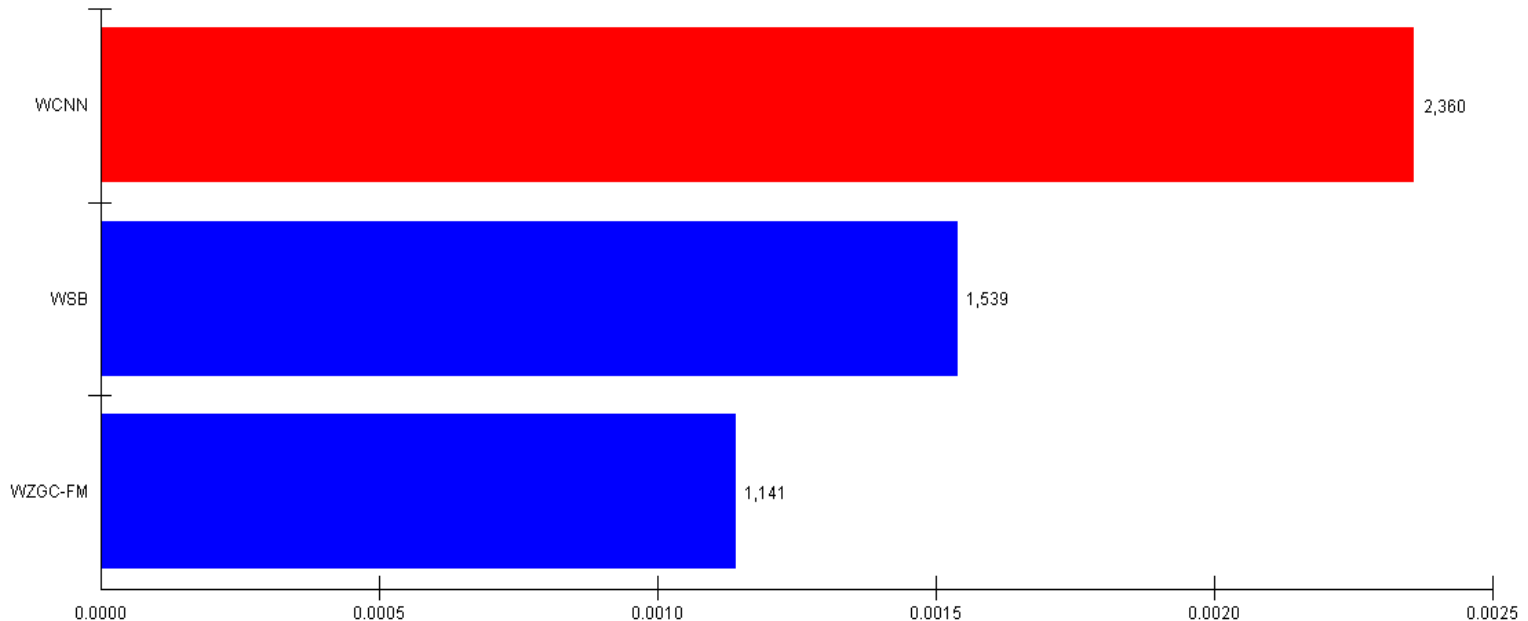
The Fan's Listeners Donations Per Person is **HIGHEST**

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
Market: ATLANTA, GA for APR-MAY/OCT-NOV 2008
Bases: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS *AND* STAGE IN LIFE CYCLE--CHILDREN AT HOME, ANY AGE
Target: CASH CONTRIBUTIONS TO CHARITIES AND OTHER ORGANISA
Base Population: 557,155

THE MEDIA AUDIT

Average \$'s Expenditure -- Cume Rating

Average \$'s Expenditure -- Cume Rating



BASED ON 96 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 231 BASE # OF RESPONDENTS