



100.7 WZLX Listener Profile

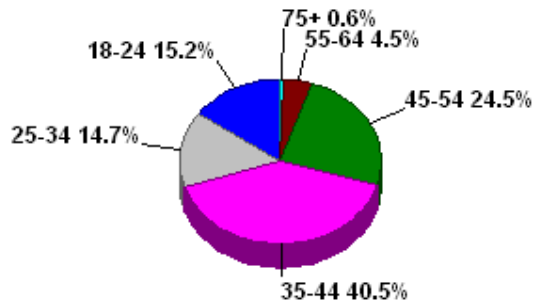
Report: MEDIA PROFILE REPORT
 Market: BOSTON, MA for JAN-FEB 2004
 Media: WZLX-FM

ADULTS AGE 18 +

All Groups

Media Persons: 333,600

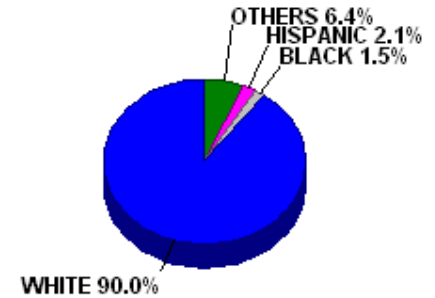
Age Analysis



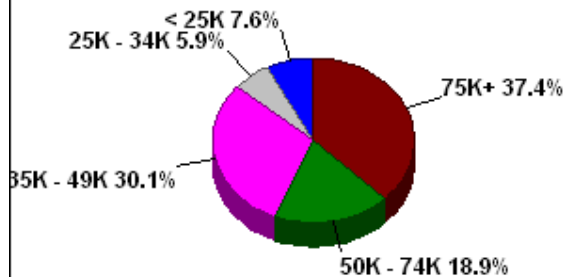
Gender Profile



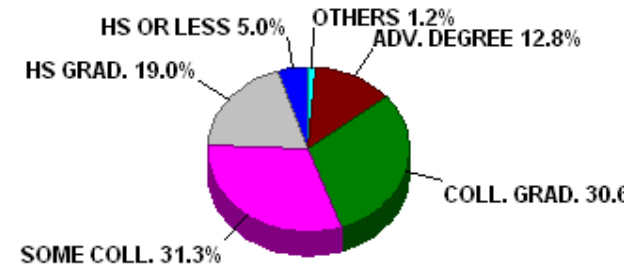
Ethnicity Profile



Annual Income



Education Profile

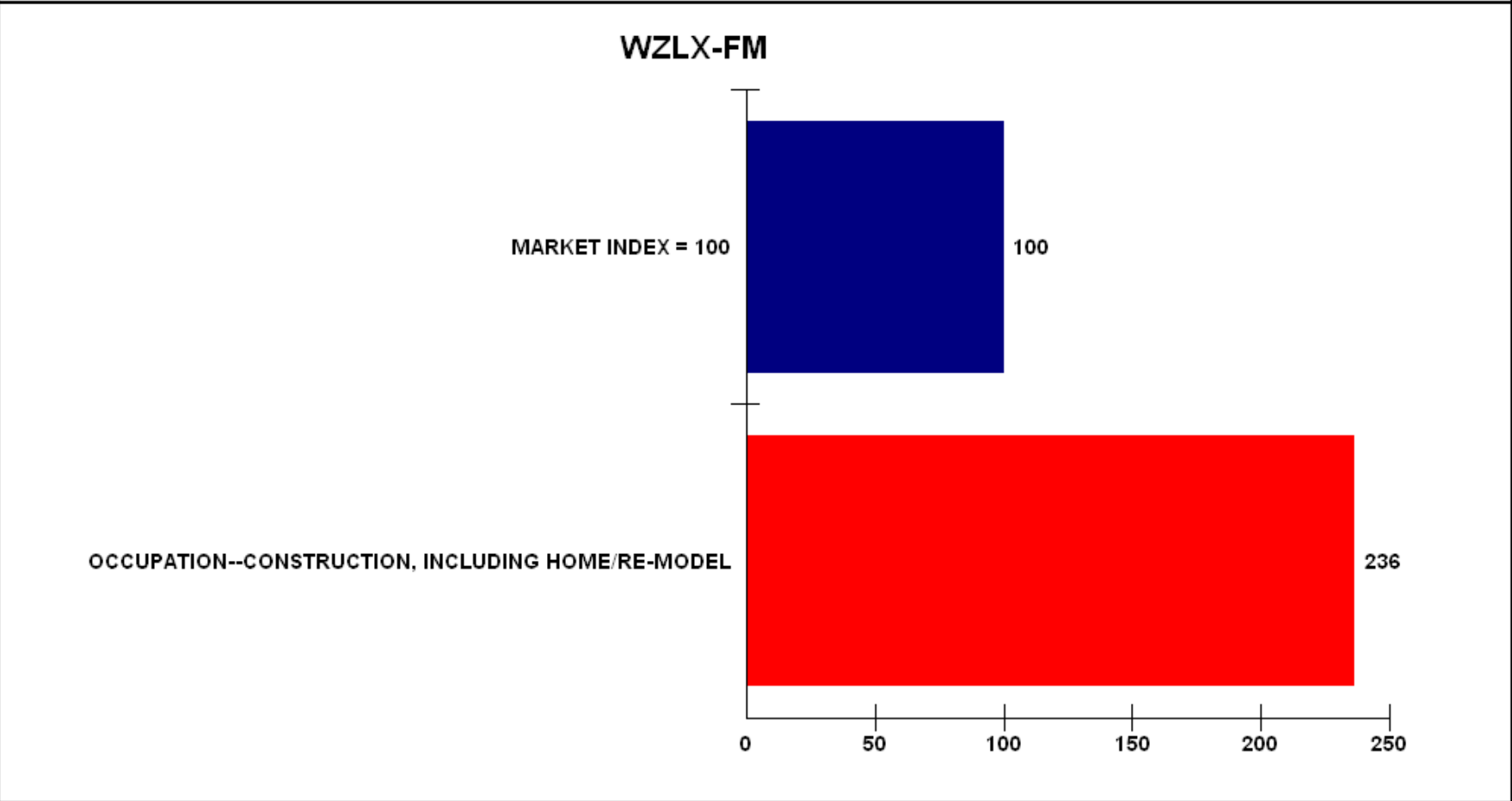




100.7 WZLX is Highly Targeted in Reaching Contractors

WZLX Listeners are 136% more likely than the market average to work in Construction

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: BOSTON, MA for JUN-JUL 2004
Media: WZLX-FM
ADULTS
Cume Index



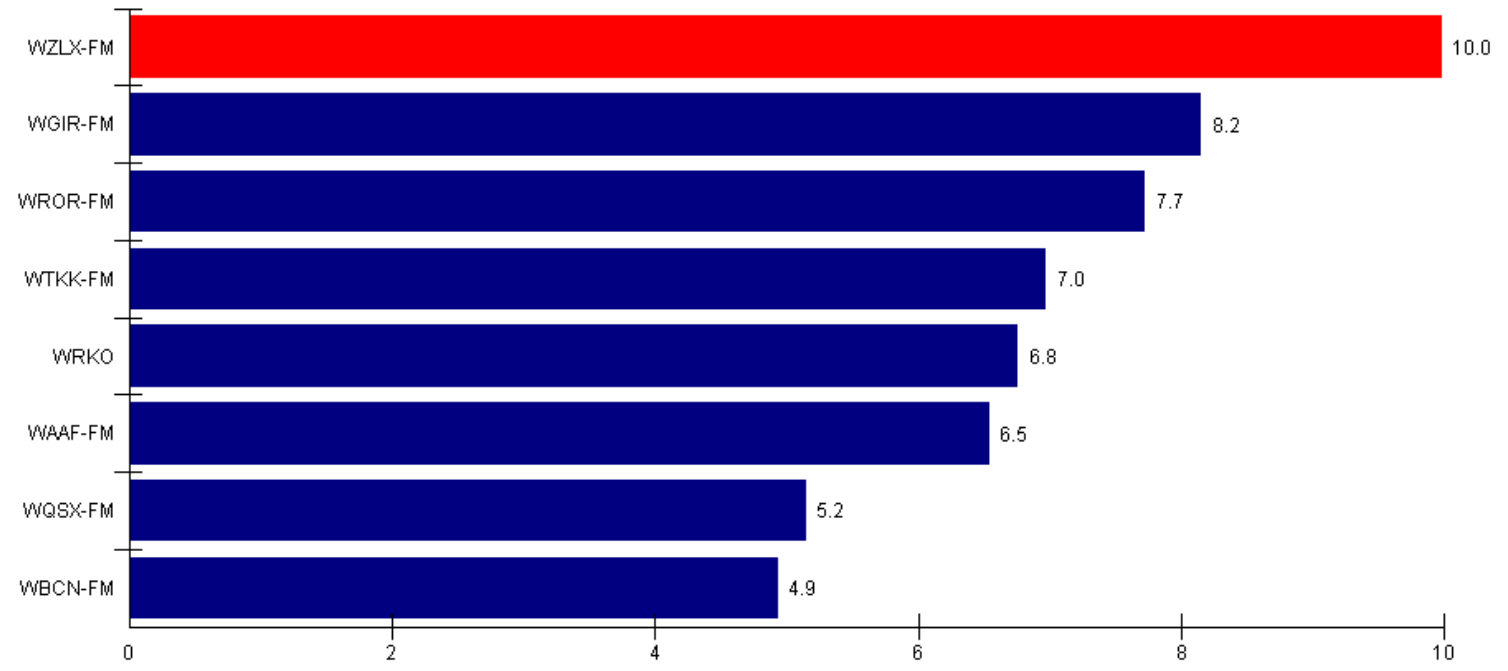


100.7 WZLX is the Market Leader in Reaching Contractors

WZLX reaches MORE than any other radio station.

Report:	RANKER REPORT	ADULTS	Most Often Ratings
Market:	BOSTON, MA for JUN-JUL 2004		
Target:	OCCUPATION--CONSTRUCTION, INCLUDING HOME/RE-MODEL		
Total Audience:	4,016,400	% In Target Audience: 2.3%	Target Audience: 93,200

Core Listeners: Occupation-Construction, including Home Remodel



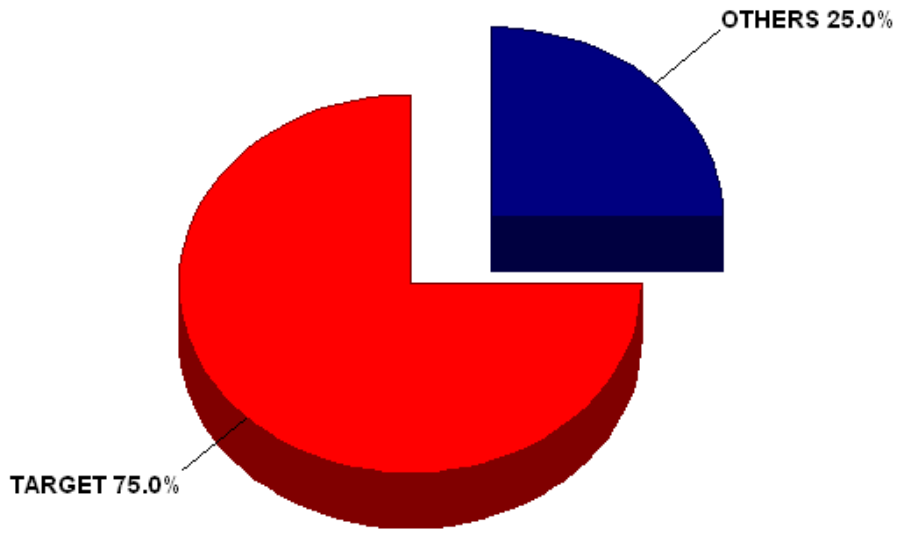


100.7 WZLX Reaches Home Owners

Three-Fourths of WZLX Listeners are Home Owners

Report:	MEDIA PROFILE REPORT	ADULTS AGE 18 +	Target Analysis
Market:	BOSTON, MA for JAN-FEB 2004		
Media:	WZLX-FM		
Target:	HOME/HOUSE DWELLING UNIT--OWNED		
Media Persons:	333,600	% In Target Audience: 75.0%	Target Audience: 250,200

75% of WZLX Listeners are Home Owners





100.7 WZLX Reaches Harvey's Best Customer Prospects

WZLX Listeners are Much More Likely than the Market Average to be Prime Prospects for Window Replacement

