



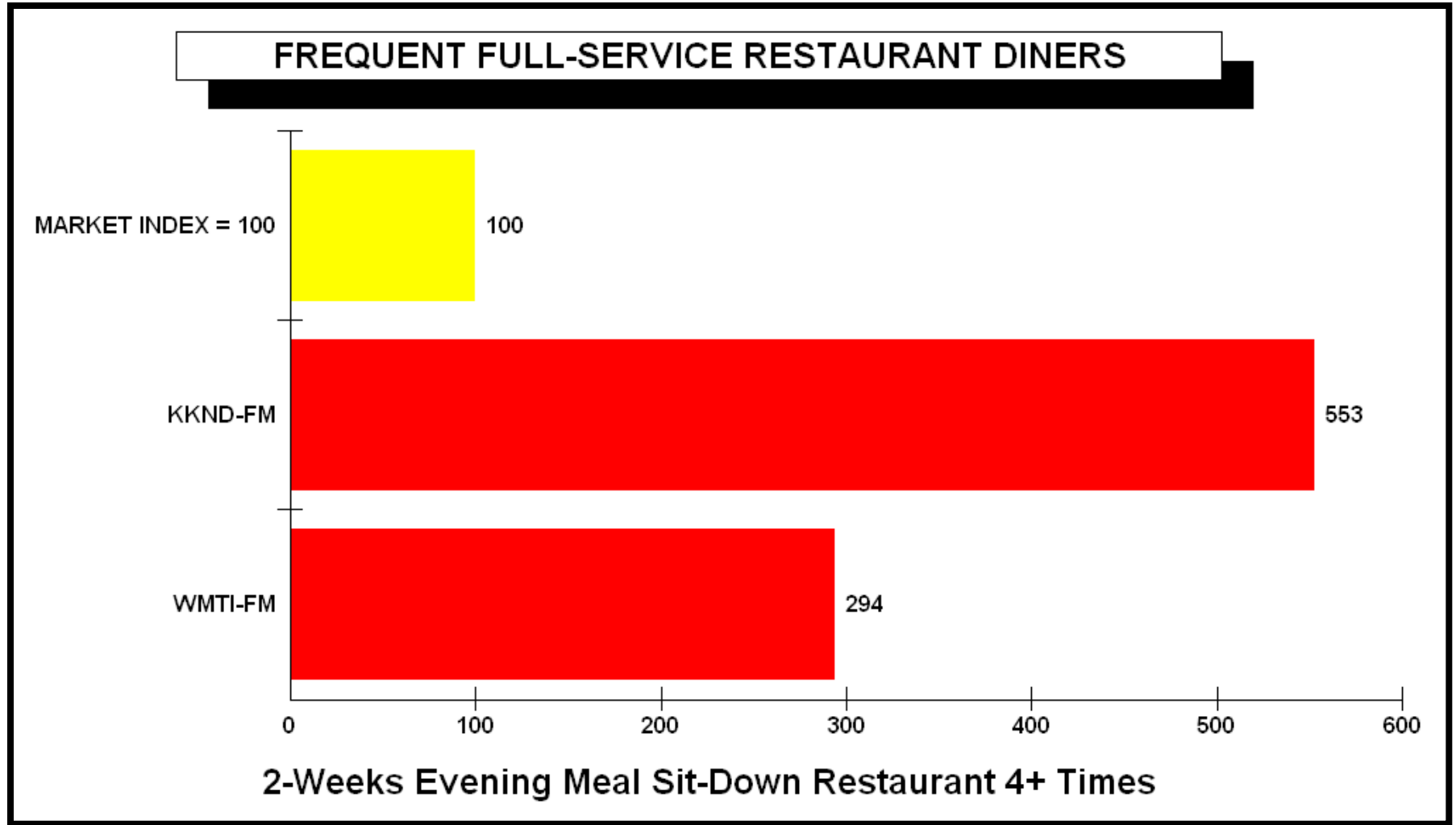
Citadel Broadcasting Corporation

Delivering New Orleans
Best Customer Prospects
For
FINE DINING ESTABLISHMENTS

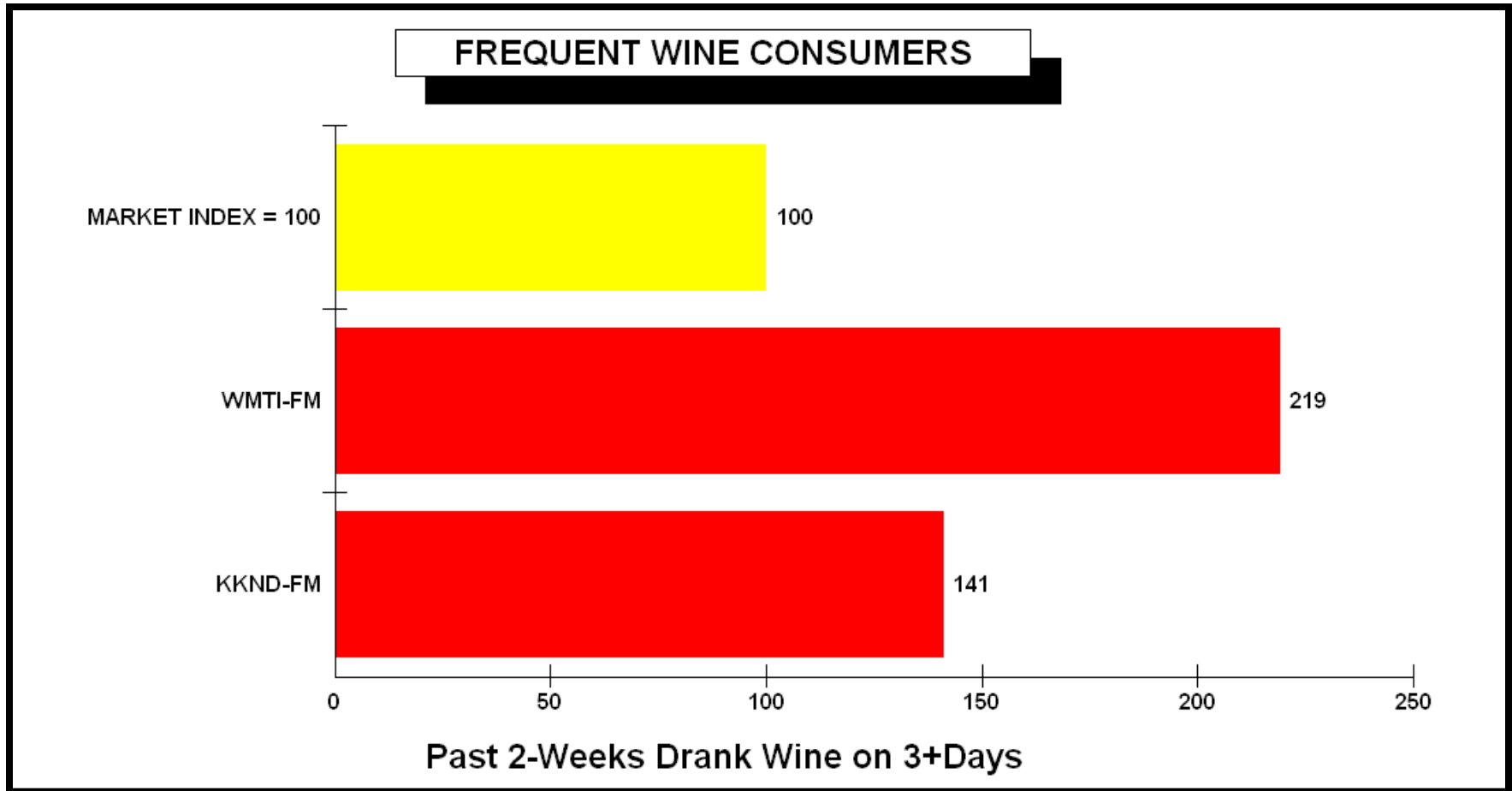


January, 2007

KKND and WMTI Dramatically Outperform the Market in Delivering FULL-SERVICE RESTAURANT DINERS



KKND and WMTI Outperform the Market in Delivering FREQUENT WINE CONSUMERS

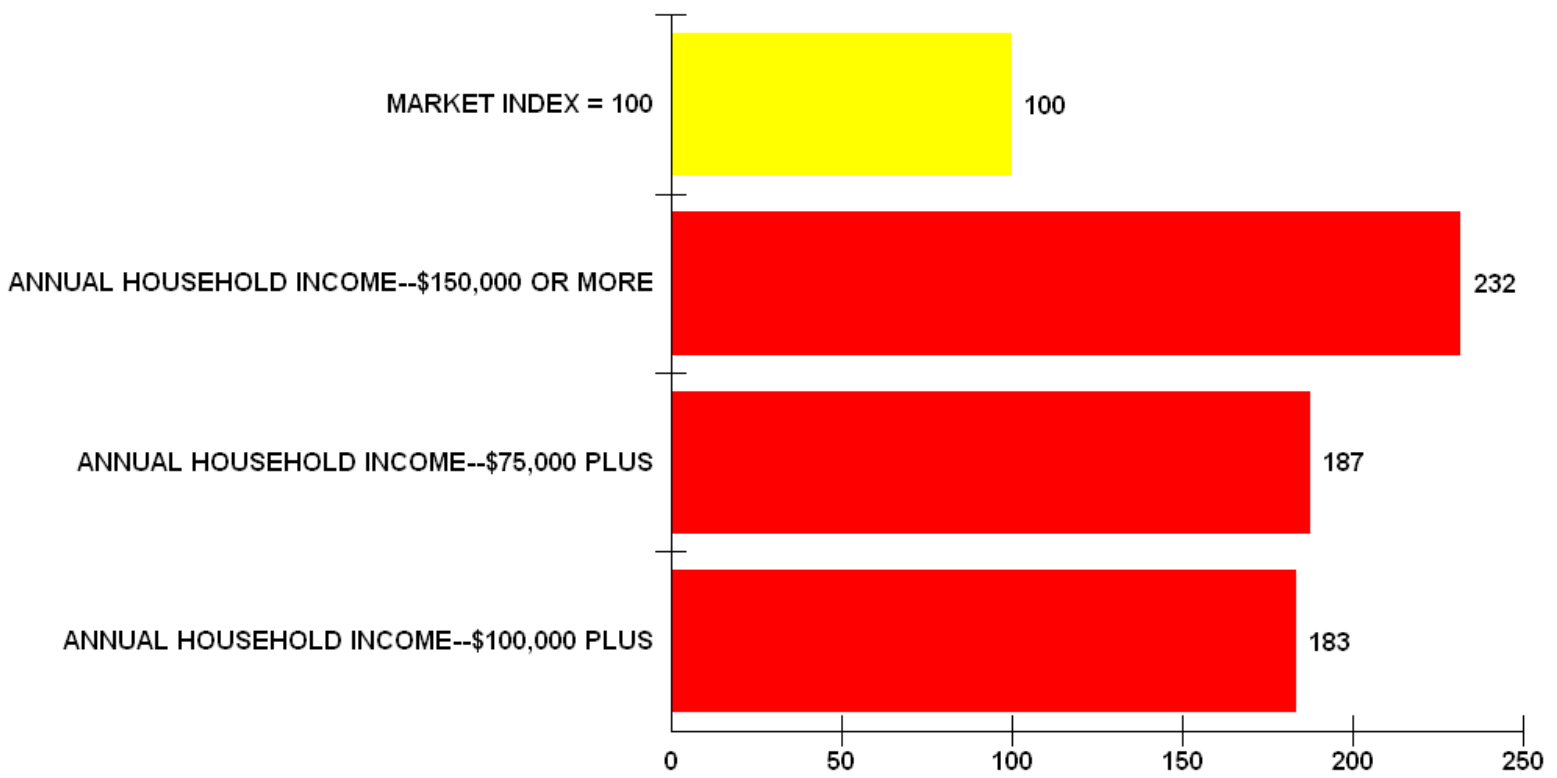


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: NEW ORLEANS, LA for AUG-OCT 2006
 Bases: ADULTS AGE 18+
 Media: WMTI-FM

THE MEDIA AUDIT

Cume Index
 Total Adults

WMTI Outperforms in Delivering Upper Income New Orleans

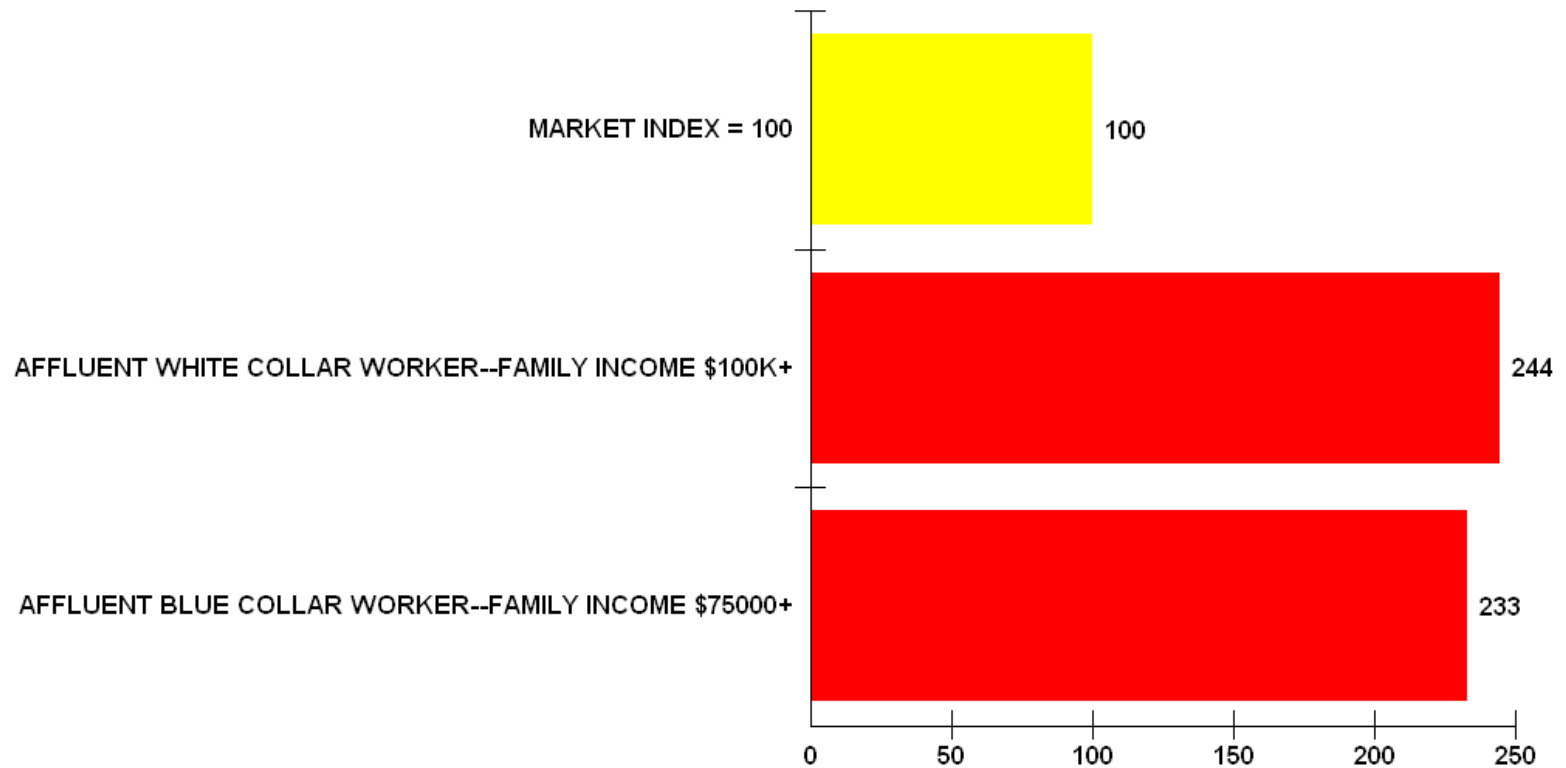


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THE MEDIA AUDIT

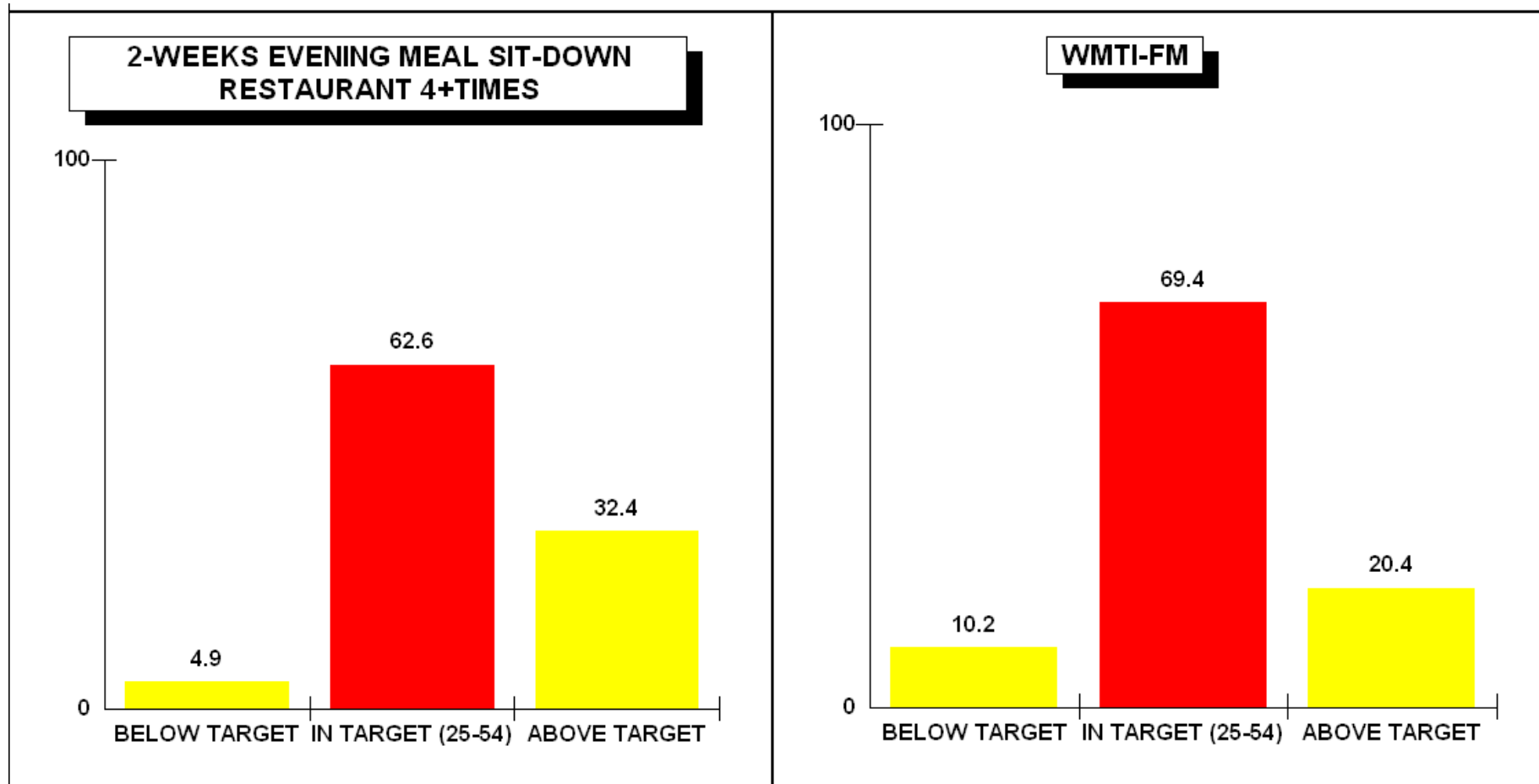
Cume Index
 Total Adults

WMTI Listeners are AFFLUENT...both White Collar & Blue Collar

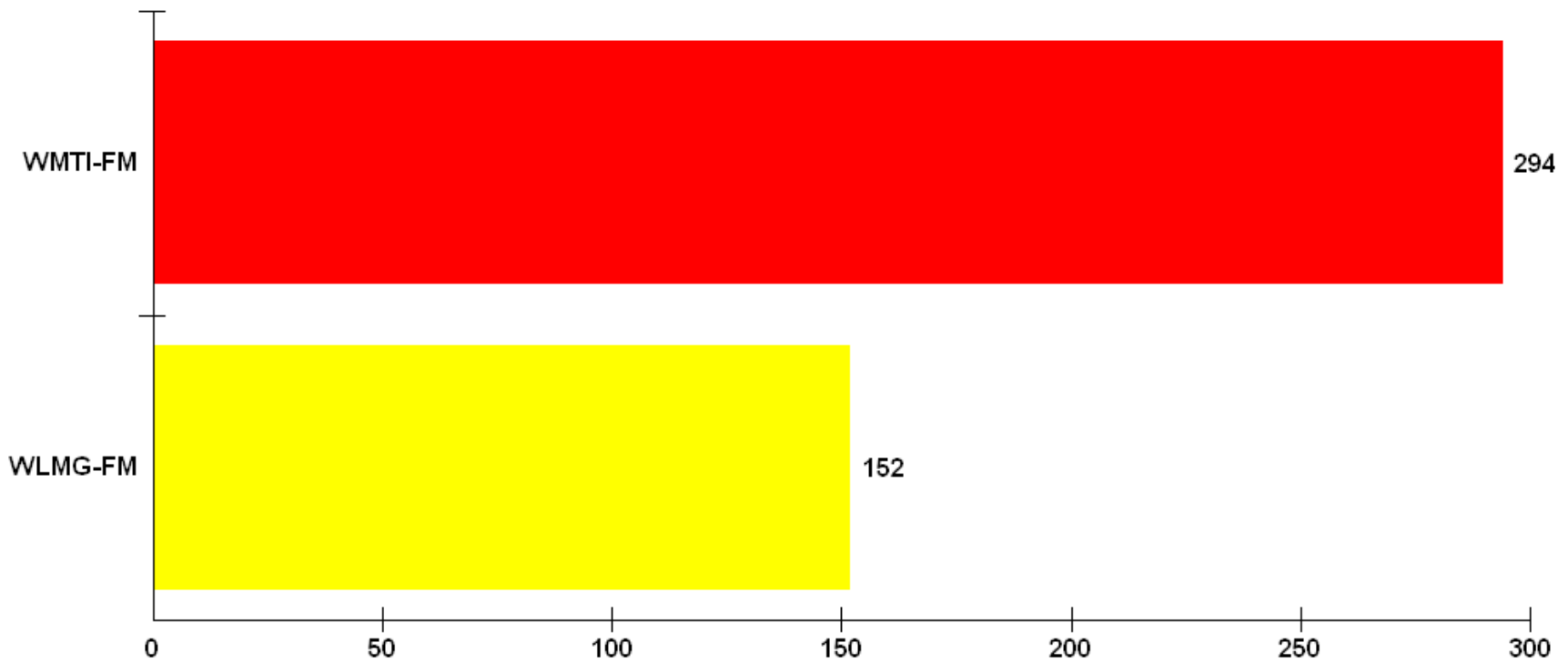


WMTI Super-Serves the Restaurant Diner Prime Demo – Adults 25-54.

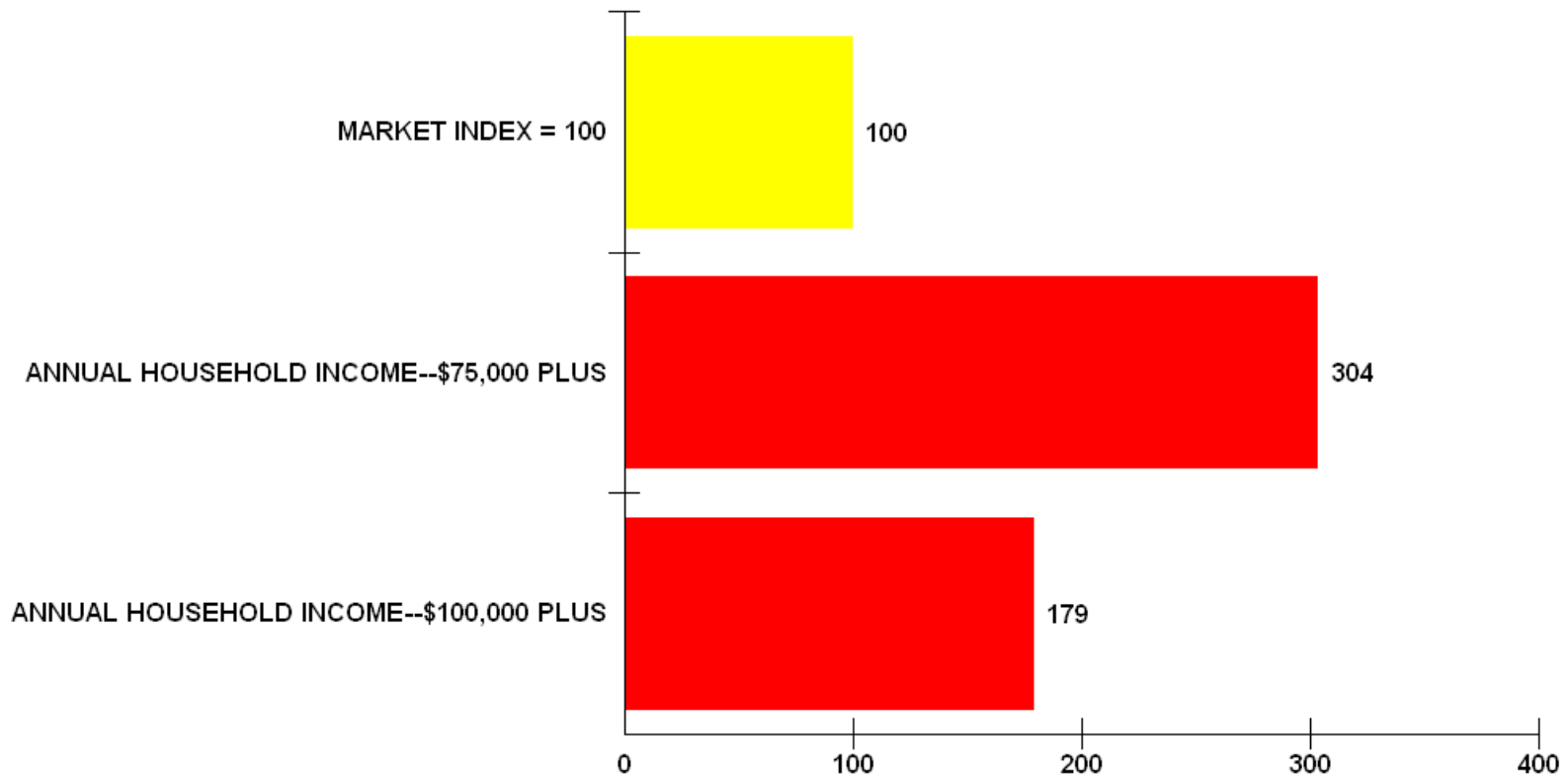
- 62.6% of Frequent Full Service Restaurant Diners are Age 25-54.
- 69.4% of WMTI-FM Listeners are Age 25-54.



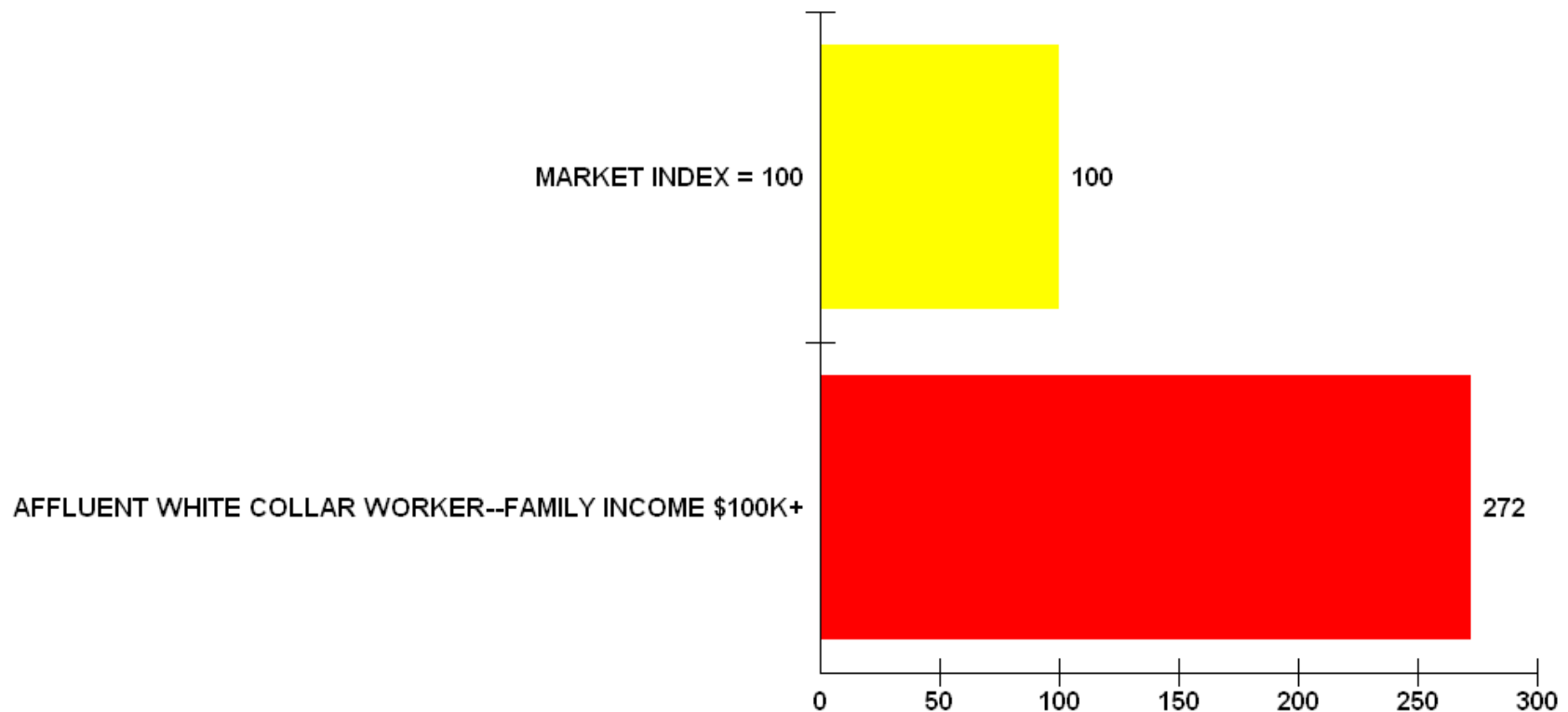
WMTI-FM is More Targeted in Reaching Frequent Full-Service Restaurant Diners



KKND Outperforms the Market in Upper Income New Orleans

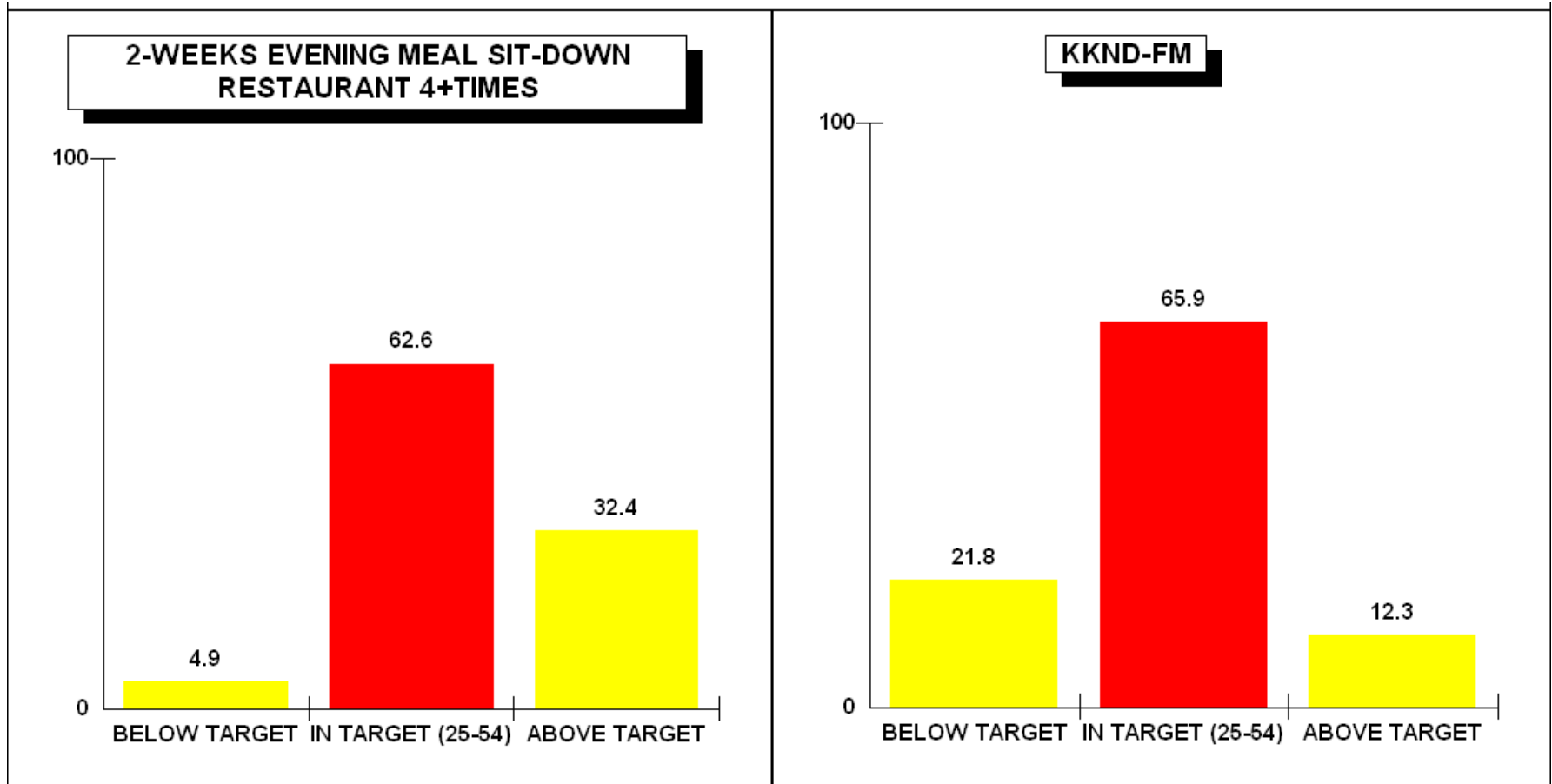


KKND Listeners are 172% More Likely to Be AFFLUENT WHITE COLLAR



KKND Super-Serves the Restaurant Diner Prime Demo – Adults 25-54.

- 62.6% of Frequent Full Service Restaurant Diners are Age 25-54.
- 66% of WMTI-FM Listeners are Age 25-54.



KKND is More Highly Targeted in Reaching Full Service Restaurant Diners

