

Efficiently and Effectively Reaching Upscale Restaurant Diners



GrillSmith

Presented by:
Diana Baker
CBS Radio
WLLD-FM 98.7

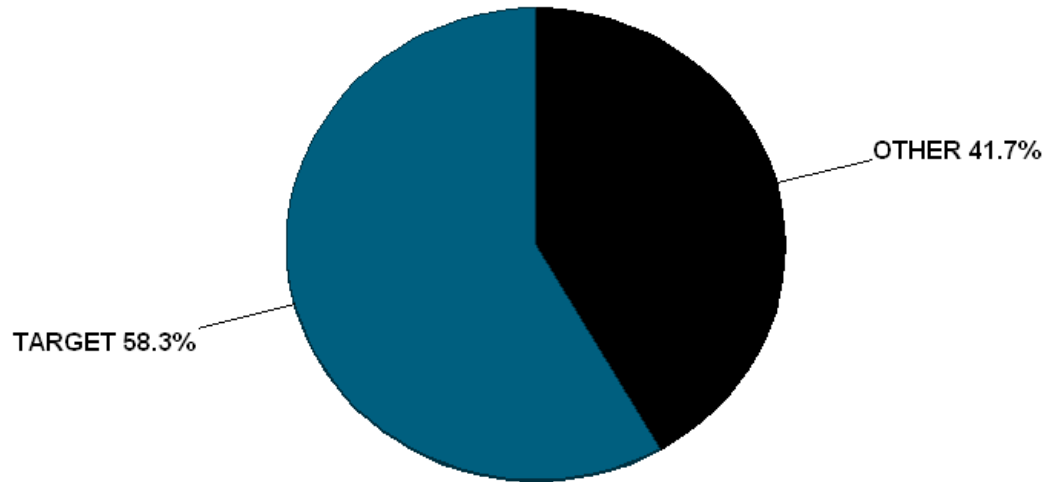
WILD 98.7 SUPER-SERVES GRILLSMITH'S PRIME DEMO OF ADULTS 25-54

Report: MEDIA PROFILE REPORT
Market: TAMPA-ST. PETERSBURG, FL for DEC '06-FEB 2007
Bases: ADULTS AGE 18+
Media: WLLD-FM
Target: ADULTS--AGE 25-54

THE MEDIA AUDIT

All Groups

58.3% OF WILD 98.7 LISTENERS ARE AGE 25-54





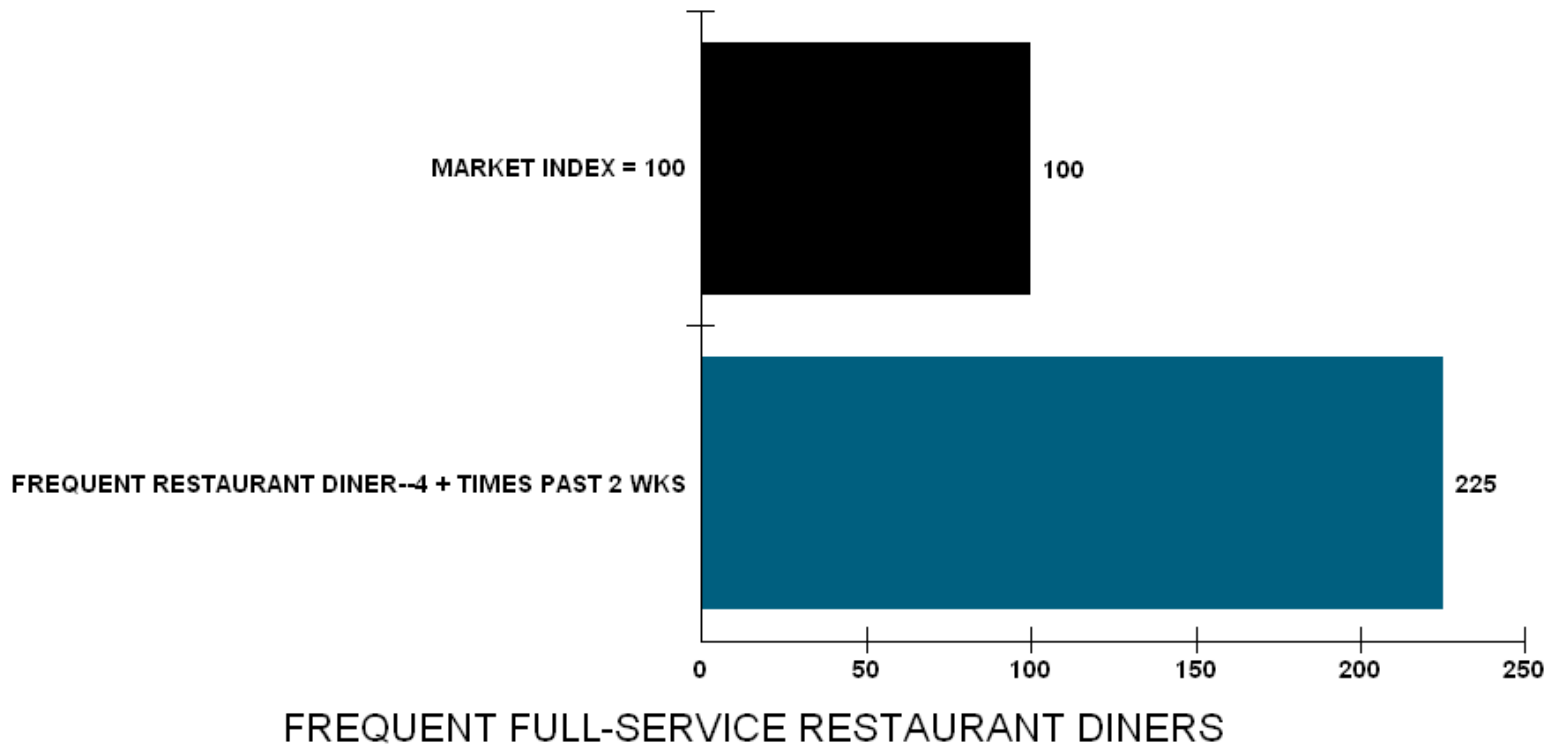
WILD 98.7 SUPER-SERVES FULL-SERVICE RESTAURANT DINERS AGE 25-54

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: TAMPA-ST. PETERSBURG, FL for JUN-JUL 2007
Bases: ADULTS--AGE 25-54
Media: WLLD-FM

THE MEDIA AUDIT

Cume Index

WLLD-FM 25-54 LISTENERS ARE 125% MORE LIKELY TO BE FREQUENT RESTAURANT DINERS





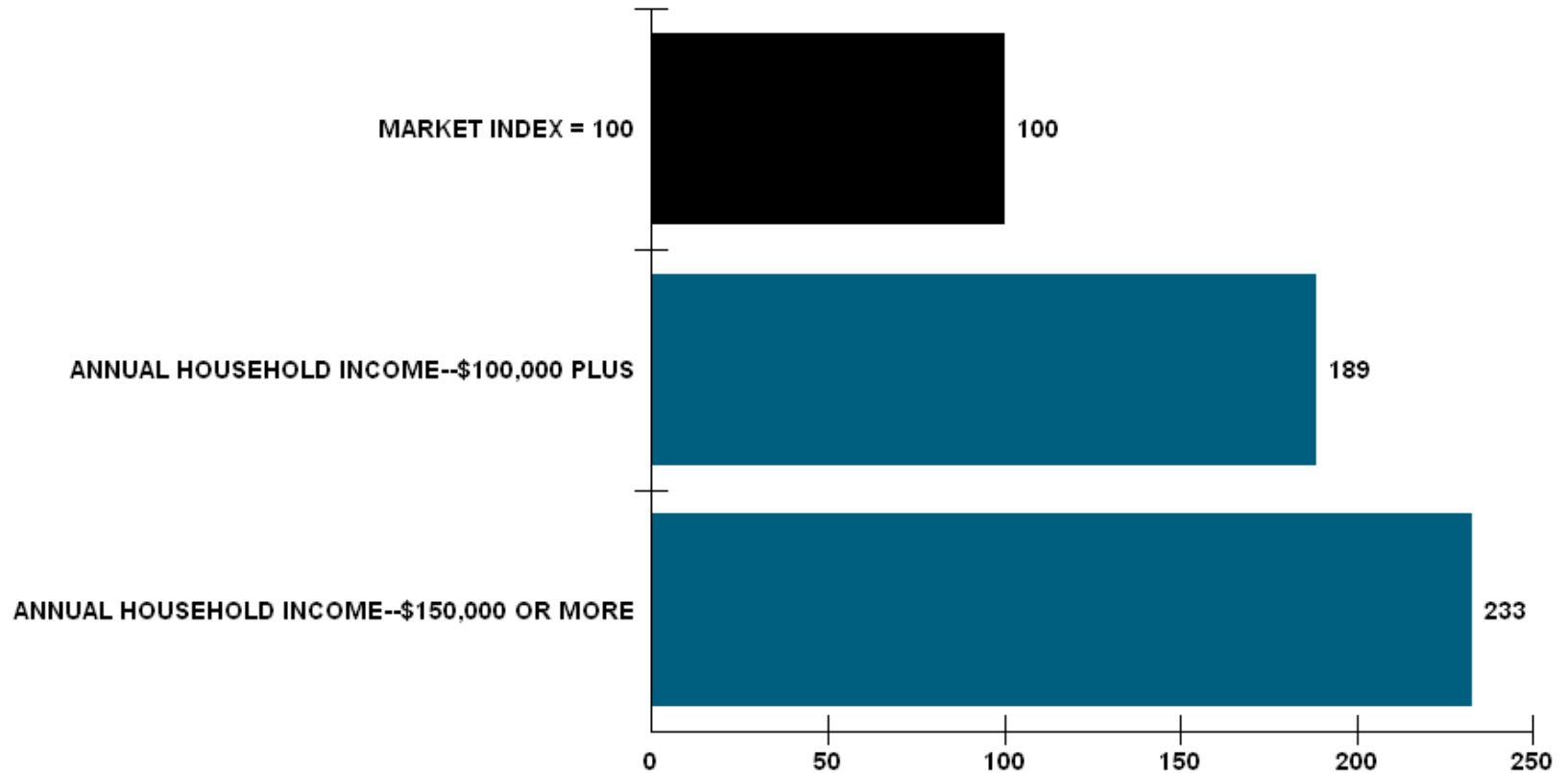
WILD 98.7 DELIVERS TAMPA'S MOST AFFLUENT

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
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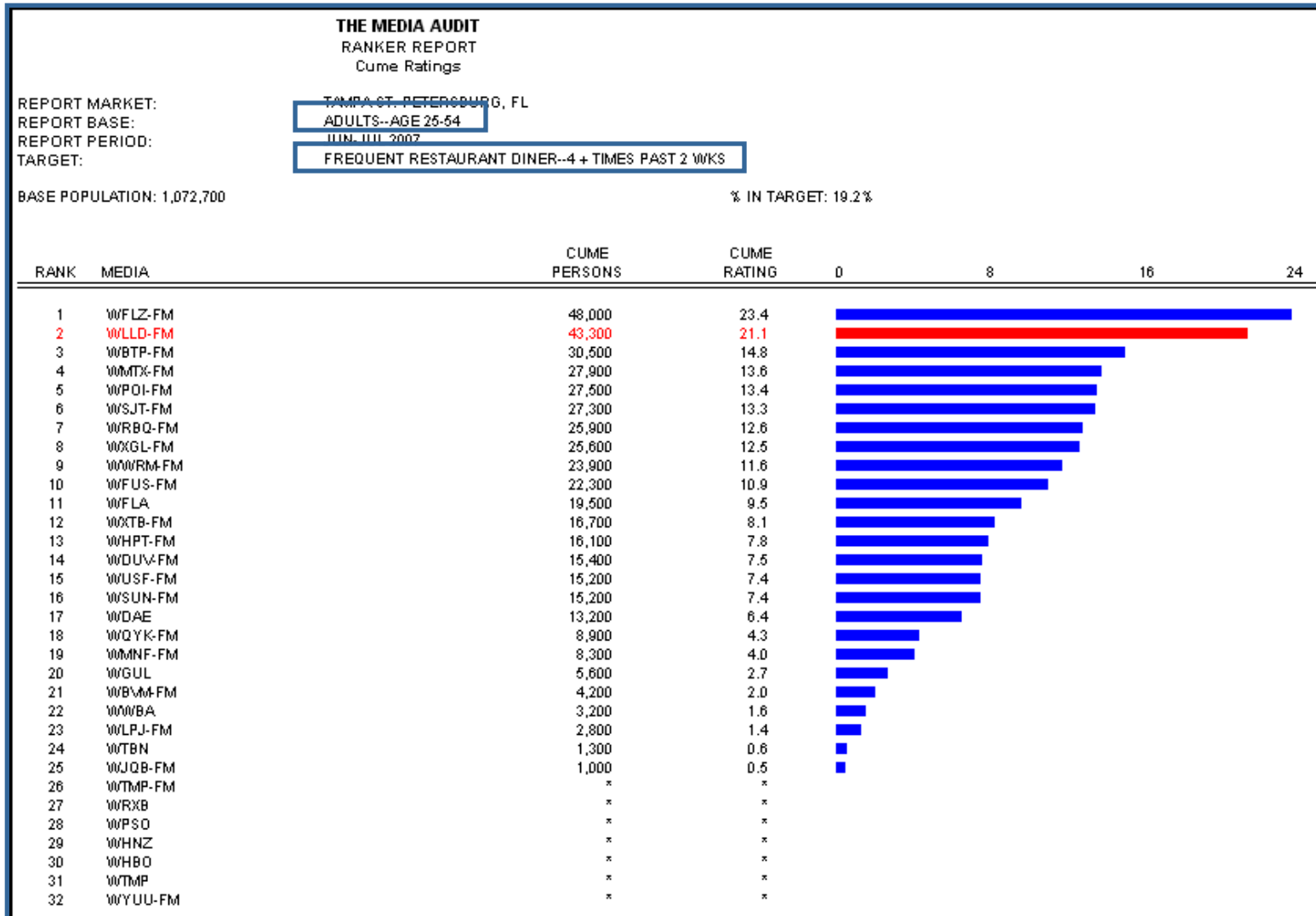
WLLD-FM Listeners are 133% More Likely to Have \$150K+ Income





Age 25-54 Frequent Full-Service Restaurant Diners

WILD 98.7 is a Market Leader in Reaching the Most Prospects for GrillSmith





Upscale Frequent Full-Service Restaurant Diners

WILD 98.7 Reaches MORE Frequent Restaurant Diners with \$100K+ Income

