



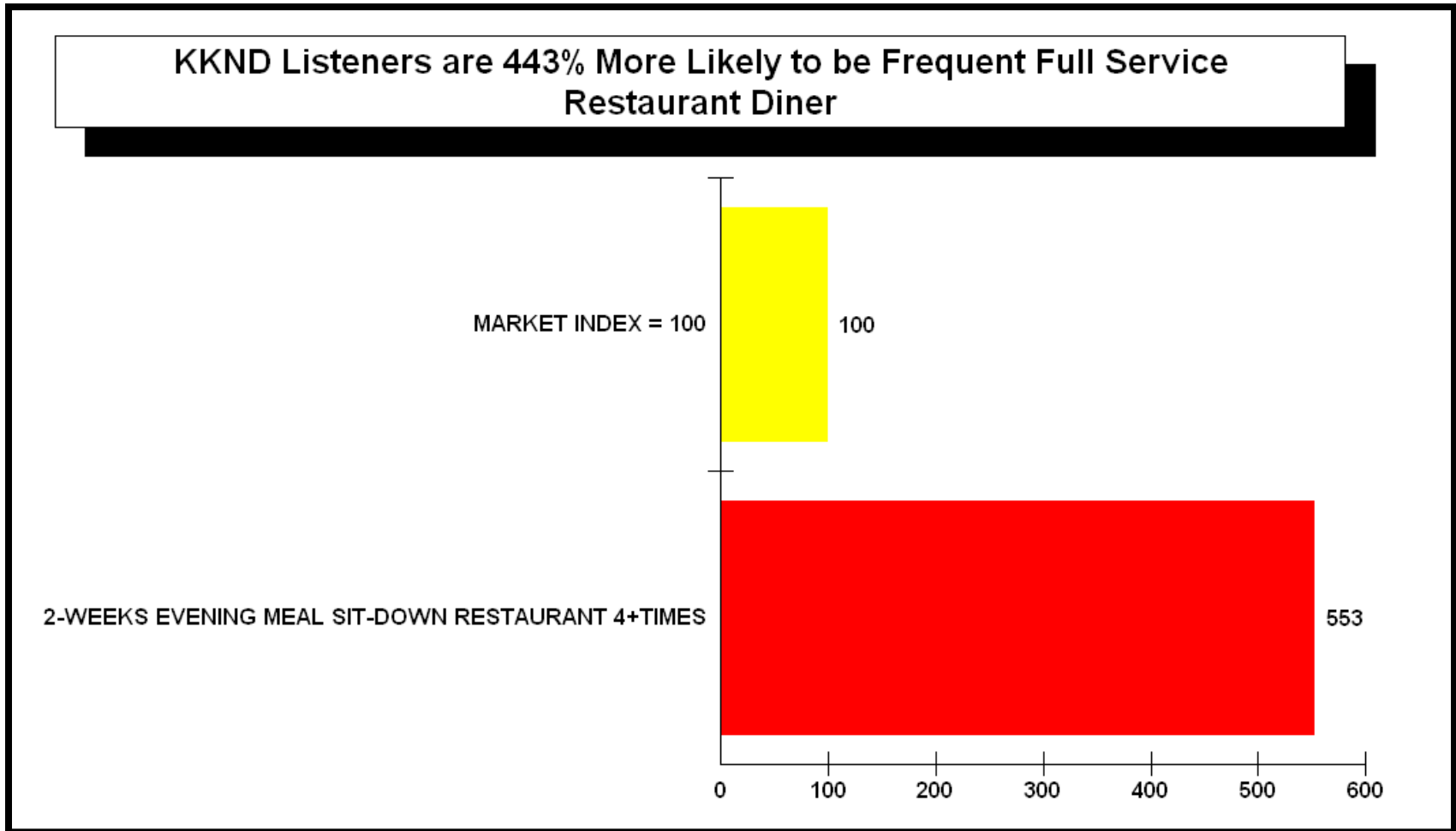
Delivering New Orleans
Best Customer Prospects
For

Dixie Roadhouse



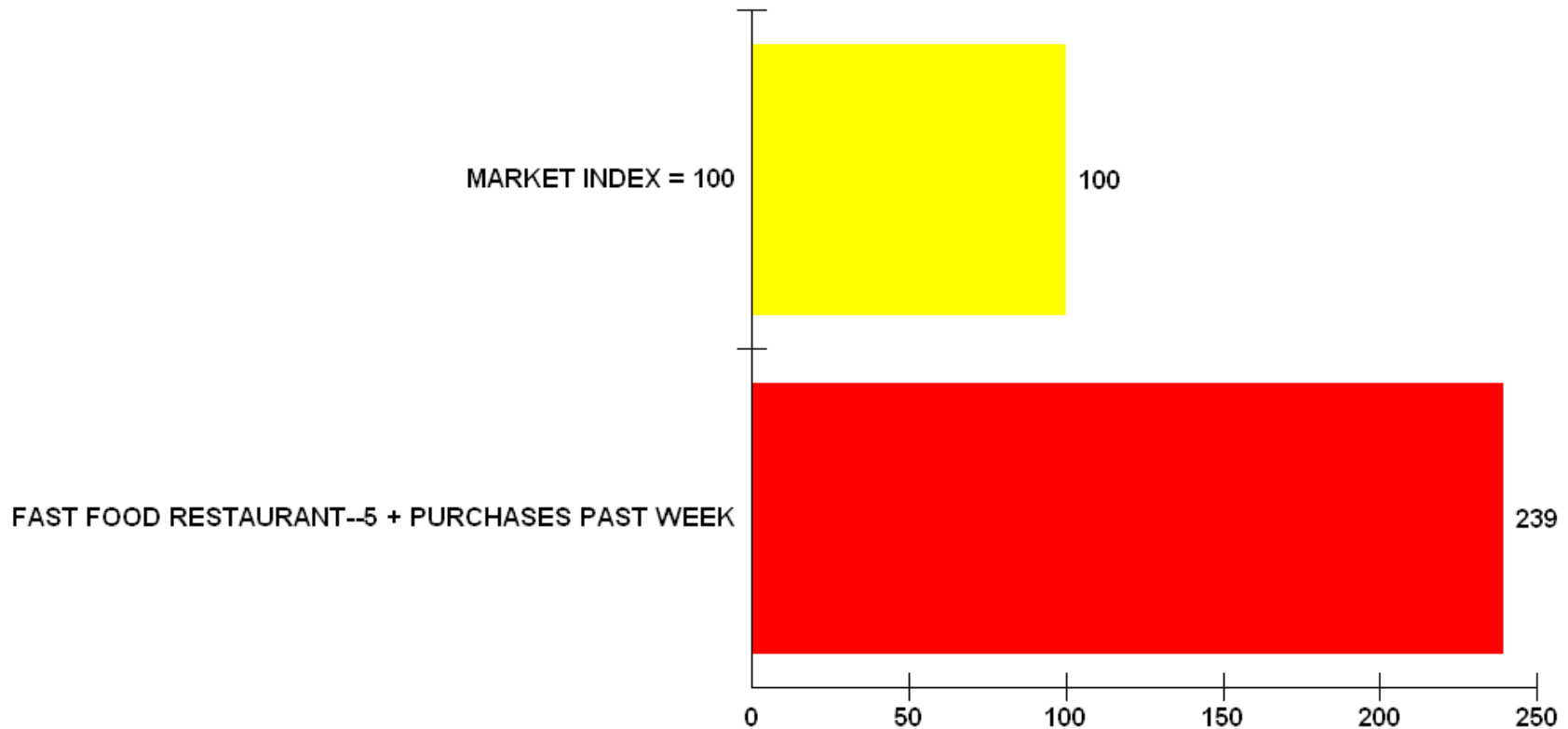
January 30, 2007

Rockin' Country KKND Dramatically Outperforms the Market in Delivering FULL-SERVICE RESTAURANT DINERS



Rockin' Country KKND Dramatically Outperforms the Market in Delivering FAST FOOD RESTAURANT DINERS

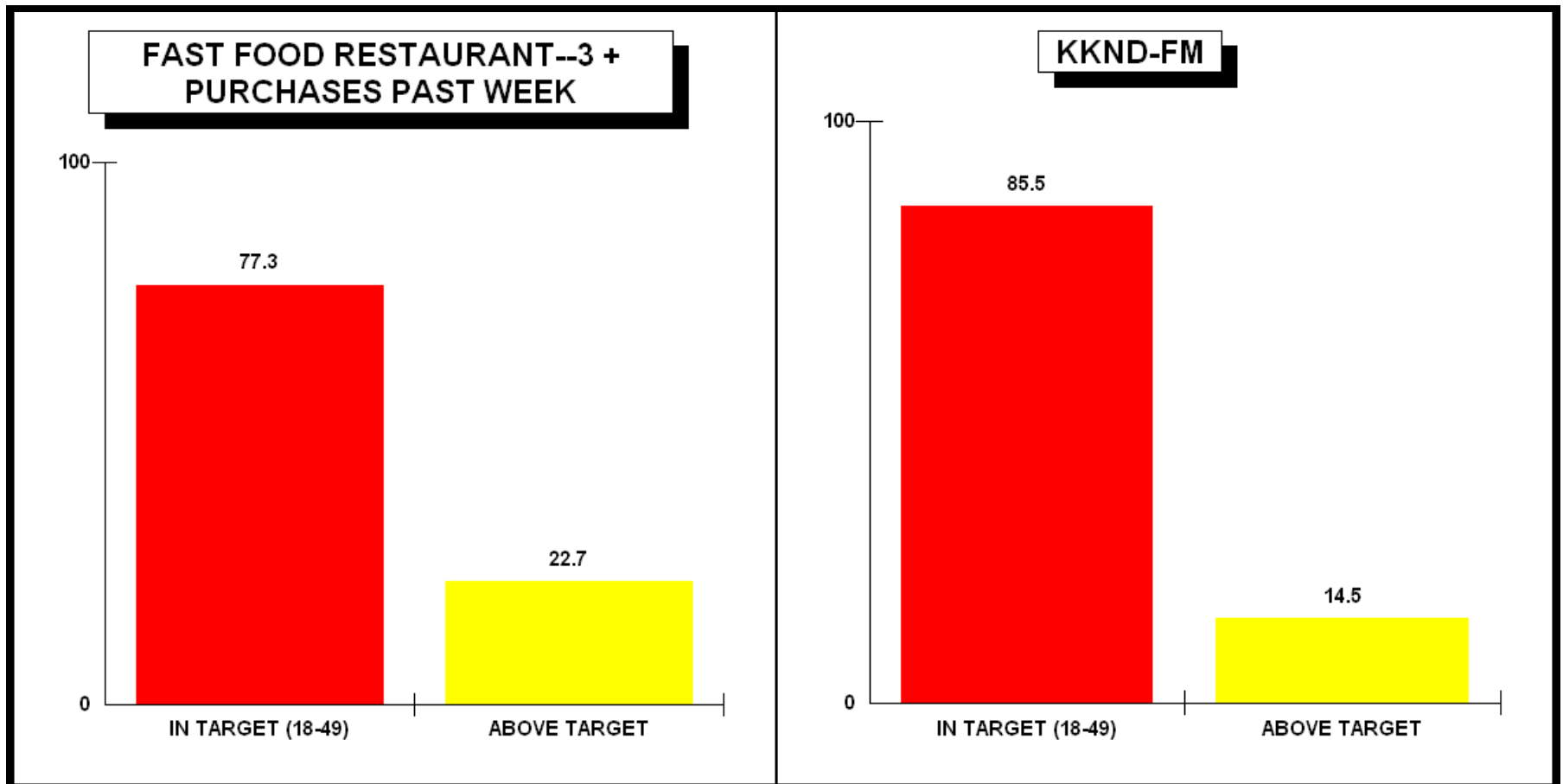
KKND Listeners are 139% More Likely to be Frequent Fast Food Customers



Rockin' Country KKND Super-Serves the Fast Food Prime Demo.

77.3% of Fast Food Diners are Age 18-49.

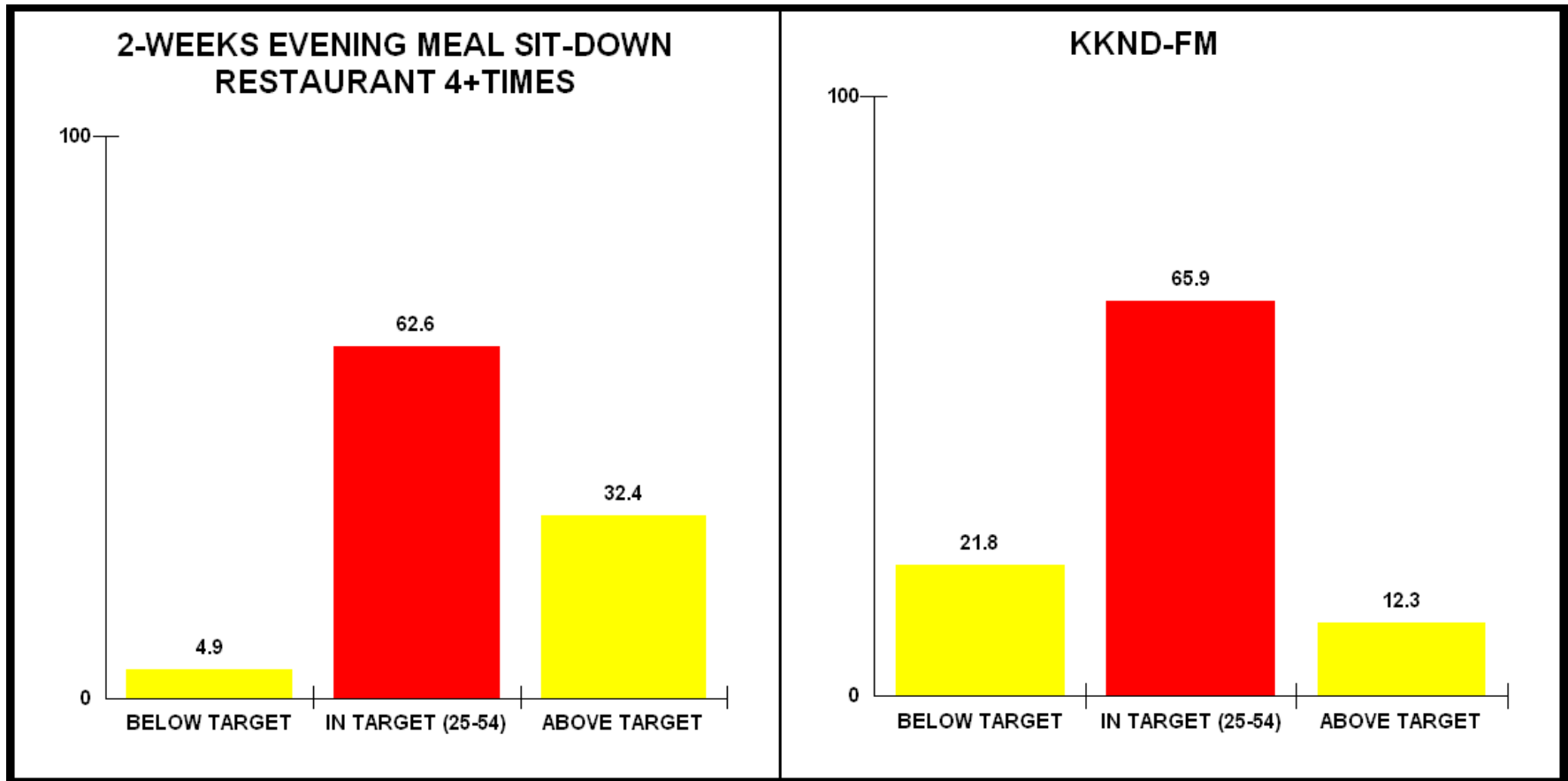
85.5% of Rockin' Country's Listeners are 18-49.



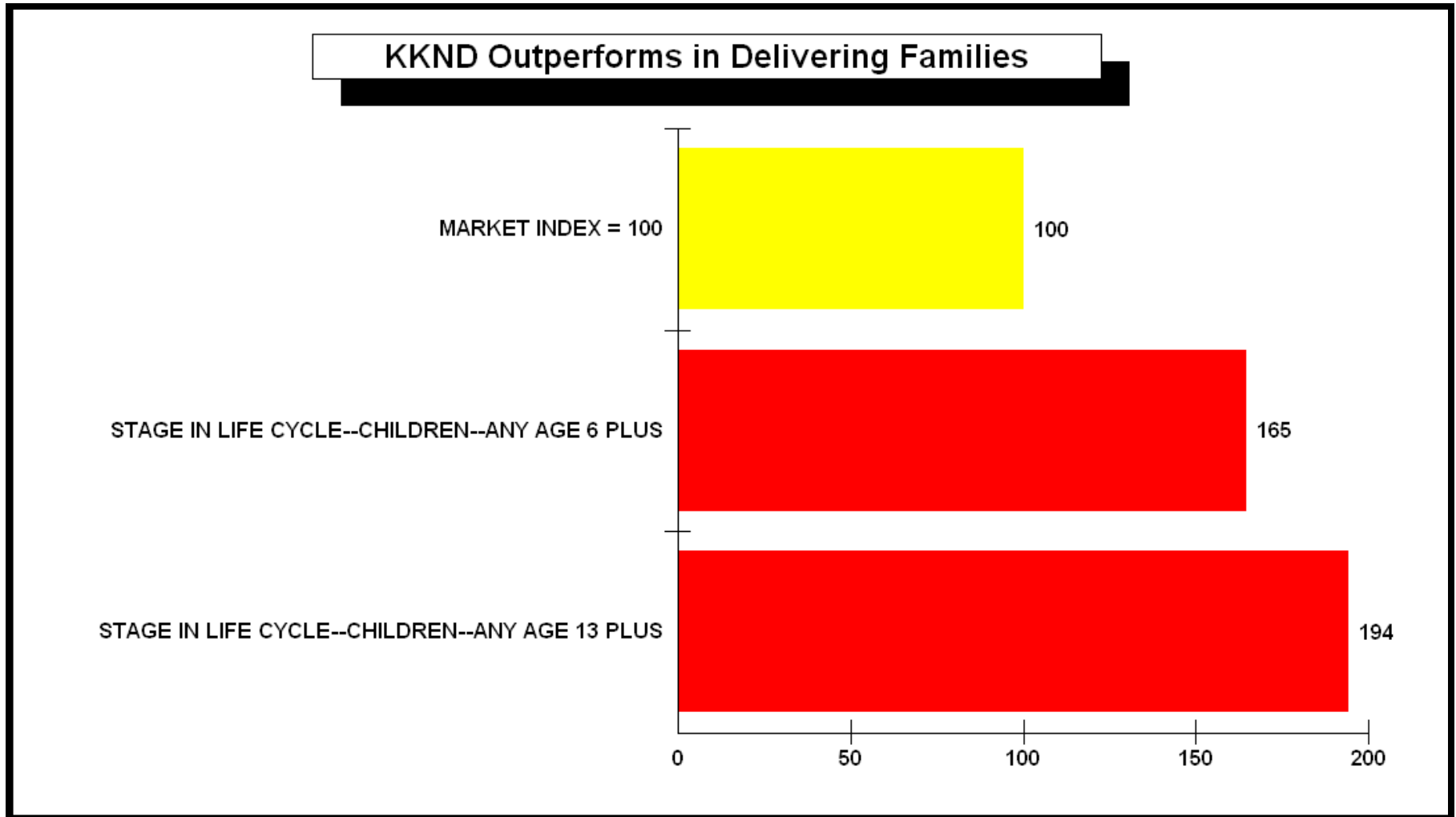
Rockin' Country KKND Super-Serves the Full Service Diner Prime Demo.

63% of Frequent Full-Service Restaurant Diners are Age 25-54.

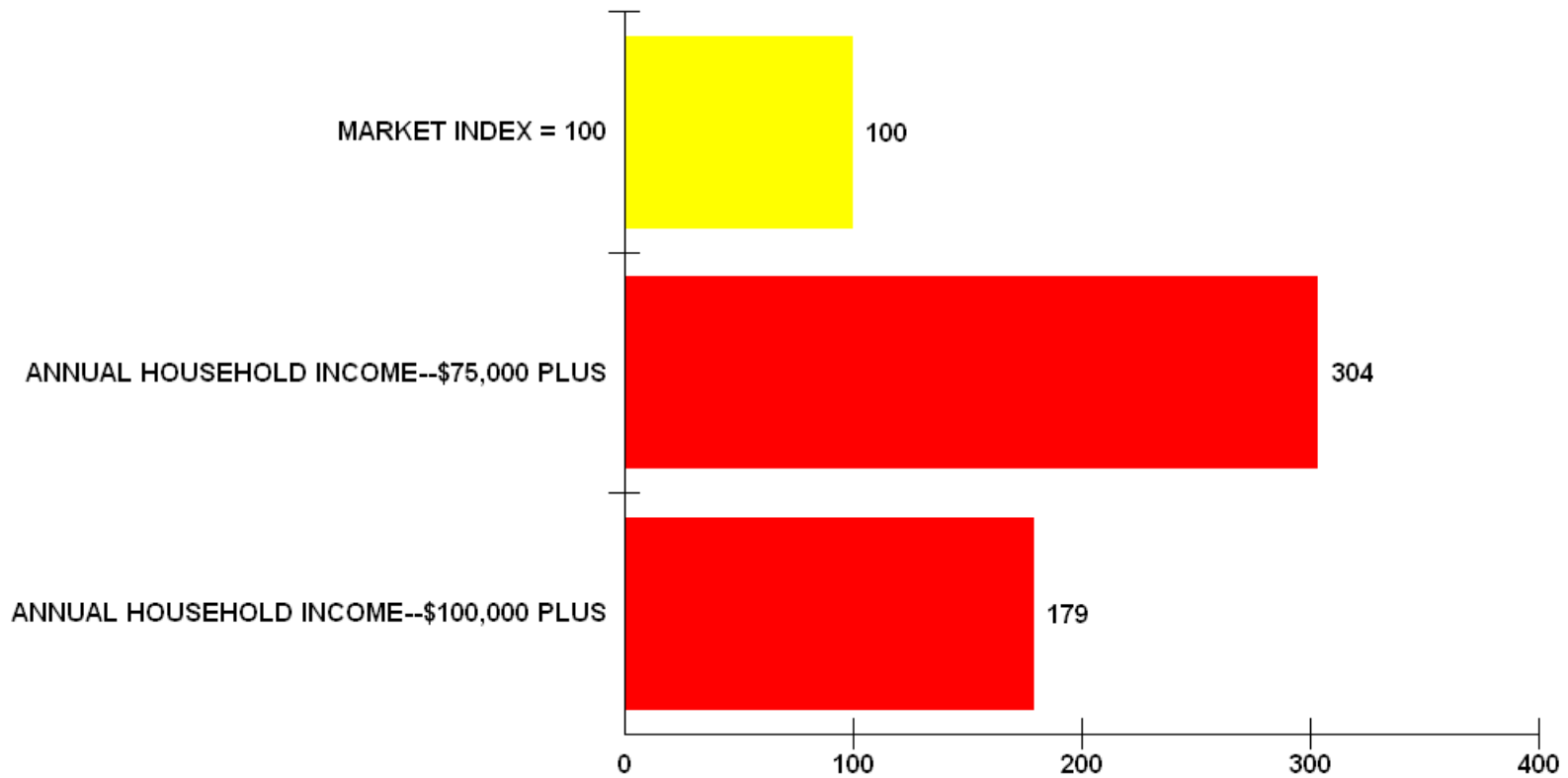
66% of Rockin' Country's Listeners are 25-54.



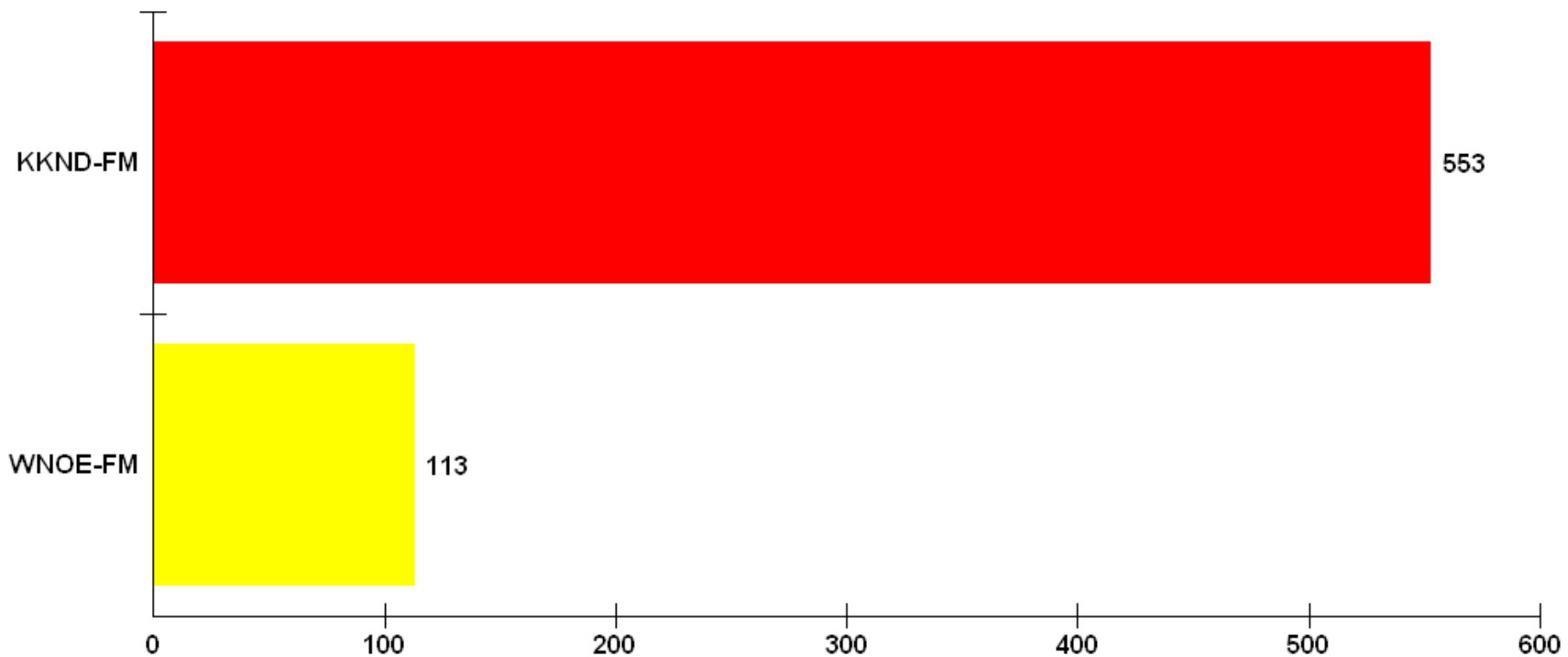
Rockin' Country Delivers Families...Prime Diner Prospects



KKND Outperforms the Market in Upper Income New Orleans



KKND is More Highly Targeted in Reaching Full Service Restaurant Diners



KKND is More Highly Targeted in Reaching Frequent Fast Food Diners

