news Release

RADIO ADVERTISING BUREAU

Double Digit Increases for Radio's Top Five Categories

Automotive Headed Back to #1

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New York, New York – November 19, 2010 – Building on strong first and second quarters, Radio continued its upward trajectory in Q3, maintaining its year-long 6% growth rate.

Revenue Comparisons - 2010 vs. 2009 (In Millions)				
Revenue	**$Q3 '10**	**% Chg**	**$YTD '10**	**% Chg**
Local	2,970	3%	8,464	3%
National	700	10%	1,970	14%
Local & National Combined	3,670	5%	10,434	5%
Network	271	4%	805	3%
Digital	163	23%	443	22%
Off-Air	355	5%	1,016	2%
Grand Total	4,459	5%	12,698	6%

Source: Miller, Kaplan, Arase & Co.*

"Radio has generated steady momentum throughout 2010," states Jeff Haley, RAB President and CEO. "Advertisers in Radio's top five reporting categories are up 19% collectively year to date through September – $770M over 2009 comps."

2010 Leading Growth Categories Local and National Radio (in Millions)				
Category	**$Q3 '10**	**% Chg**	**$YTD '10**	**% Chg**
Communications/Cellular	380.6	6%	1199.6	10%
Auto Dealers/Dealer Groups/Manufacturers/Rentals	365.9	19%	1178.9	24%
Financial Services	335.5	32%	952.8	28%
Television/Networks/Cable Providers	325.7	18%	915.1	16%
Grocery/Convenience/Liquor Stores	210.7	6%	686.1	16%
Department/Discount Stores & Shopping Centers	188.6	34%	440.0	17%
Professional Services	71.1	25%	401.1	16%

Source: Miller, Kaplan, Arase & Co.: X-Ray Markets

(Extrapolated dollar amounts based on the 35 market X-Ray pool may not be fully indicative of industry results as a whole.)

"Advertisers who understand the importance of reaching consumers in their local communities have continually increased their use of Radio this year," says Haley, "with Automotive, Financial, and Department Store marketers most notably promoting Radio's economic growth."

The four top Radio categories all registered spending well above the $300M level in Q3 (see chart above), and the top two (Communication and Automotive) are already above the $1B mark for the year to date through September – with Financial Services and TV/Networks/Cable Providers all imminently poised to move up to that level. Radio also received a major cash infusion from political advertisers in the final throes of this year's competitive mid-term elections.

*Local, National, Digital and Off-Air revenues are based on a pool of more than 100 markets as reported by the accounting firm of Miller, Kaplan, Arase & Co. and extrapolated to the entire U.S. Digital Revenue is comprised from activity generated by websites, Internet/web streaming and HD Radio including HD2 and HD3 stations. Network Revenue includes the top five Radio network companies. Non-Spot data has been collected and verified since January of 2002, and reported since September of 2004.

The Radio Advertising Bureau serves more than 6,000 member Radio stations in the U.S. and over 1,000 member networks, representative firms, broadcast vendors, and international organizations. RAB leads and participates in educational, research, sales, and advocacy programs that promote and advance Radio as a primary advertising medium.

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Advertiser Category Analysis
Q3 and Year to Date (Q1-Q3) 2010

Communications/Cellular

Radio's #1 advertising category continues to ring up gains, posting comp revenue increases of 6% and 10% for Q3 and YTD, respectively. The category is powered by Radio's two top spenders overall – AT&T and Verizon Wireless – both of whom maintain top ranking for the quarter and 9-month period despite relatively flat spending.

Other key players are low-cost carrier MetroPCS, which has emerged as the third-highest spender in this category (up 19% to $32.4M in Q3; up 13% to $96.7M YTD); wireless broadband ISP Clearwire (up 308%, to $32.4M in Q3; up nearly six-fold to $50M YTD); and smartphone manufacturer Palm, Inc. (up 235% to $11.2M in Q3; and up from just $3.3M to $45.6M YTD).

Auto Dealers/Dealer Groups/Manufacturers/Rental

Impressively topping Q3 '09's relatively strong "Cash for Clunkers" spending levels by +19%, Automotive has now given Radio four consecutive "up" quarters in the Local/National sectors. Expenditures through the first three quarters are 24% ahead of the comparable 2009 level; and the category ranks a solid second overall, just $20M behind Communications. Automotive is well-positioned to drive back to the position it had long held as Radio's #1 source of revenue.

With most automotive advertisers significantly increasing Radio ad spend, it's important to note that Toyota Dealer Association is back in the driver's seat as the category's leading spender in the quarter and pulling ahead to take a commanding lead in YTD. Leading Automotive advertisers based on year-to-date rank are:

Automotive 2010 vs. 2009 Local and National Radio (in Millions)				
Advertiser	**$Q3 '10**	**% Chg**	**$YTD '10**	**% Chg**
Toyota Dealer Association	43.0	56%	107.3	80%
Chrysler Group LLC	12.1	71%	80.3	307%
Nissan Dealer Association	12.1	32%	58.4	72%
Honda Dealer Association	23.8	13%	54.6	29%
Ford Dealer Association	22.8	58%	44.6	-2%
Lexus Dealer Association	13.3	16%	40.7	161%

Source: Miller, Kaplan, Arase & Co.

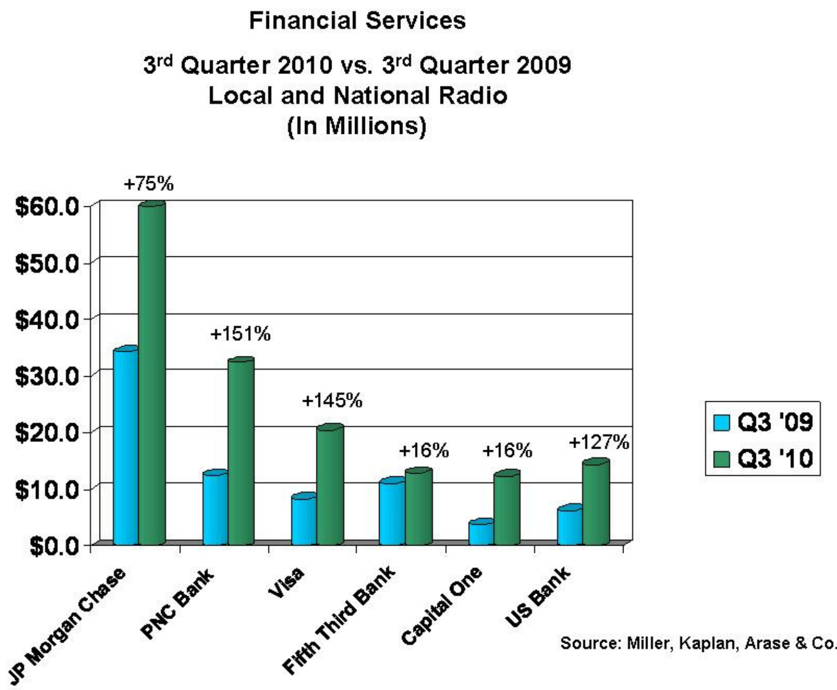
(Extrapolated dollar amounts based on the 35 market X-Ray pool may not be fully indicative of industry results as a whole.)

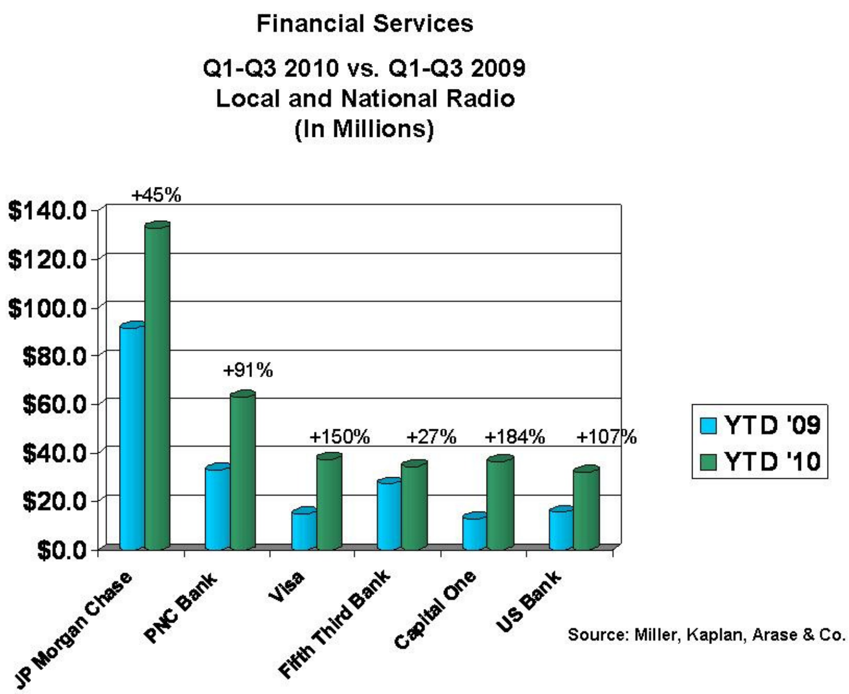
Ford Motor Company, ranked at #3 within the Network Radio Auto category, increased Q3 spending 30% to $4.9M totaling $15.2M year to date. Safelite Auto Glass ranked #1 with $5.9M in Q3.

Financial Services

Financial Services advertisers provided an economic stimulus on Local/National Radio in Q3 (+32%) and the first three quarters (+28%), making this the biggest growth sector both periods.

Major spending increases came from banking services and card issuers:





Additionally, American Express has charged into Radio in a big way in 2010: Q3 '10 spending ballooned to $41M from $2M in Q3 '09 -- boosting spending for the three quarters to $85M, compared to $4M in '09. American Express is currently the #2 spender in the Financial Services category.

American Express also made an impact on Network Radio's airwaves, investing $1.6M in Q3 2010 compared to no activity in Q3 2009. American Express, ranked at #3 for the quarter, has placed $5.2M in 2010 through September – a ten-fold increase over 2009. Visa ranked #1 in Q3 with a 55% increase to $2.6M versus same period last year.

Retail – Including Home Improvement, Department & Discount Stores

Retail continues to maintain its important role within Radio's revenue. Retail's percent increase has maintained its trajectory since Q1 within many retail subcategories.

Walmart maintains its #1 position in spending compared to all other advertisers within the Department/Discount Stores sub-category across the Local/National airwaves with $44M spent in Q3 (up 100%) and $95M (up 95%) for the first three quarters of the year.

Kohl's continues to invest their ad dollars into Radio with $20M for the quarter and $49M year to date through September – up 18% and 61%, respectively.

Within the Home Improvement subcategory, Lowes Cos. and Home Depot continue to alternate as leaders. Lowes, with Q3 spending of $24M, took the lead from Home Depot by less than half million dollars for the quarter; however for year to date through September, Home Depot was the clear leader at nearly $80M.

Across the Network Radio sector, Retail is the #1 category, with Home Depot's continued trend as ad spend leader for the quarter and year to date at $18.2M (+20%) and $44.3M (+4%), respectively. AutoZone increased its Network Radio activity 19% for the quarter, to $8M and tallied in year to date up 15% to $21M.

Grocery/Convenience/Liquor Stores

Spending by food retailers has been increasingly aggressive over the last four quarters as they attempt to tap budget-conscious consumers' move toward eating more meals at home. The category is up 10.8% over Q3 '09 and up 15.3% over three quarters 2009 comps.

Category leader Safeway was flat in third quarter ($47.2M), but is very strong on the year to date ($146.3M, +32%). Among the other top spenders:

Grocery/Convenience/Liquor Stores
2010 vs. 2009 Local and National Radio
(in Millions)

Advertiser	$Q3 '10	% Chg	$YTD '10	% Chg
Kroger Food Stores	31.1	12%	90.3	10%
Supervalu	25.2	11%	63.1	15%

Source: Miller, Kaplan, Arase & Co.

(Extrapolated dollar amounts based on the 35 market X-Ray pool may not be fully indicative of industry results as a whole.)

The expanding Aldi Food Store chain continued to add Radio to its advertising mix in Q3, spending $6.3M versus just over $250K in this period 2009. For the year to date, Aldi is #11 at $19.1M. Fresh and Easy Neighborhood Market, the other relative newcomer in this category, upped Q3 spending by 11%, to $4.5M, moving into the #9 rank position at $19.4M – an increase of 21% over 2009 spend for the three quarters.

The gasoline/convenience store operator RaceTrac showed up on Radio in a big way during Q3 2010, spending $3.9M versus virtually no presence in Q3 2009. This major Q3 infusion brings this advertiser up to $6.8M on Radio's air thus far this year, again representing new dollars to Radio.

Television/Networks/Cable Providers

TV's fall season kickoff combined with ongoing promotional efforts by cable access provider Comcast generated an 18% Q3 revenue boost for Local/National Radio in comparison with the same time period last year – bringing the three-quarter' YTD increase in at 16%.

The top five spenders for the quarter were Comcast Cable (up 4%, to $78.9M), Fox TV Network (up 16%, to $45.2M), CBS TV Network (up 35%, to $31.2M), NBC TV Network (up 45%, to $30.6M), and ESPN (up over five fold, to $20M). For year to date spending, Comcast and Fox lead the lineup at $199.5M (+8%) and $115.3M (+27%), respectively – followed by NBC TV Network at $65.6M (+67%); CBS TV Network at $58.8M (+39%); and ABC TV Network at $46.1M (+13%). ESPN ranks 7th in spending over the three quarters, at $29.7M (up 215%).

Insurance

As Local and National Radio's 9th ranked category for the quarter, spending increases remain steady from Q2 2010. GEICO remains the #1 spender within the category but we continue to see quarterly spending increases from other advertisers. Allstate, #2 within the category, increased its spending across the Local/National airwaves 108% to $28.1M for the quarter and $38.5M year to date through September.

Insurance 2010 vs. 2009 Local and National Radio (in Millions)				
Advertiser	**$Q3 '10**	**% Chg**	**$YTD '10**	**% Chg**
Allstate	28.1	108%	38.5	58%
State Farm	13.3	28%	52.6	50%
Progressive	11.5	81%	34.5	140%

Source: Miller, Kaplan, Arase & Co.: X-Ray Markets

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Professional Services

Companies offering services ranging from financial planning to lawyer referral services to singles travel excursions are increasing their ad spend across Radio's Local and National sectors with year over year increases of 25% in Q3 and 16% year to date through September 2010.

Q3 top five spenders with year over year growth are:

- Portfolio Media Management - $15M (+8%)
- Marketing Architects - $14.3M (+11%)
- Events & Adventures - $6M (+22%)
- 1-800-411-PAIN - $3M (+185%)

Health Care

Kaiser Permanente maintains its top ranked spending position within the Local and National Radio sectors. With a 1% increase for Q3 (to $21.6M), this advertiser has increased year to date through September ad revenue up 11% (to $52.7M) compared to same time period 2009.

While traditionally considered a category for medical, this category has expanded to include beauty and wellness centers. Appearance enhancement businesses continue to grow as consumers seek new and easy ways to improve their appearance. Sono Bello, a body contour center, increased Q3 spending 161% to $5.8M and ranked #2 in spending. Ideal Image, a national hair removal clinic, ranked at #3 spent $5.1M in Q3 and came in year to date through September at $15.6M

Political

By the end of September, year to date Political ad spend totaled $51.3M within the Miller Kaplan markets. 50% of year to date spending within the category was led by campaigns of political candidates, and dominated in Q3 2010 by the Meg Whitman's California gubernatorial campaign ($3.5M for Q3). Individual gubernatorial and senate campaigns also contributed to the Q3 2010 increased spend: Jerry Brown ($620K), Harry Reid (#343K) and Bill Brady ($285K).

Campaigns by advocacy groups and ballot measures, such as Working Californians and Proposition 24 dominated Q3 Issue advertising within the political category. Issue advertising across the Local/National airwaves accounted for 26% of Q3 political category and 32% year to date through September.

Local and National Advertiser Category analysis is based on data from Miller, Kaplan, Arase & Co. X-Ray Market Reports. X-Ray Market Reports are compiled from advertiser expenditure data direct from station billing in 35 markets, extrapolated to the entire U.S. Extrapolated dollar amounts may not be fully indicative of industry results as a whole. X-Ray Markets represent approximately 80% of the dollars from the pool of 100 markets.

Network Radio Advertiser Category spending analysis is based on data from Kantar Media (formerly TNS Media).

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