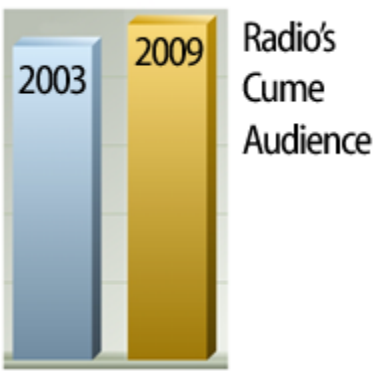




Radio's Cume Audience

The U.S. 12+ population base increased from 238,962M to 255,521M from 2003-2009, and has been a key factor in Radio's ability to increase our audience by six million.



Radio's penetration of the 12+ demo has actually decreased slightly (from 94.0% in '03 to 92.2% in '09).

With the plethora of new media choices, Radio still offers near-universal coverage of the broad 12+ demographic -- underscoring Radio's appeal to listeners young and old.

Note: These figures cover only terrestrial Radio stations (although some listening picked up by Arbitron may have occurred online or on a mobile). The data does not include XM Sirius or Internet outlets such as Pandora.