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RADIO: REACHING OVER 230 MILLION UNIQUE LISTENERS EVERY WEEK

Radio Sectors Yield Diverse Revenue Results

Off-Air and Network Continue to Lead the Growth

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New York, New York– March 3, 2007 -- Mirroring fluctuations in the current economic climate, Radio revenue for full-year 2007 and 4th Quarter 2007 yielded mixed results across various sectors, with Off-Air and Network maintaining their lead growth positions. Off-Air, (previously referred to as Non-Spot) continued its meteoric double-digit streak, up 10% for the year and 12% in 4th Quarter.

"As Radio broadcasters expand their online components and extend interactive and on-demand options, Radio will continue to deliver a seamless audio experience across numerous platforms to connect with consumers where and when they want," noted Jeff Haley, President and Chief Executive Officer of the Radio Advertising Bureau (RAB). "The nimbleness of the expanded Radio space provides a true 360-degree integration opportunity for marketers and their agencies to reach and engage their customers."

Radio Revenue Comparisons - 2007 vs. 2006
(In Millions)

Revenue	Q4 '07	% Chg	FY '07	% Chg
Local	$3,738	-3%	$15,133	-2%
National	$863	-11%	$3,343	-6%
Local & National Combined	$4,646	-5%	$18,476	-3%
Network	$309	1%	$1,153	4%
Off-Air (Non-Spot)	$452	12%	$1,681	10%
Grand Total	$5,407	-4%	$21,310	-2%

Source: Miller, Kaplan, Arase & Co.*
Off-Air was previously referred to as Non-Spot

Radio Full-Year Overview – 2007 vs. 2006

Network Radio benefited from heavy spending in the retail and automotive categories. According to TNS Media Intelligence data, total retail grew 18% in 4th Quarter and closed the year up 20%. In the same manner, automotive grew nearly 21% in 4th Quarter and revved up full year at a whopping 37%.

Local and National Radio's performance per Miller Kaplan data for 2007 versus 2006 was supported by:

- Major spending increases by key advertisers in the Communications/ Cellular/Public Utilities category (which moved to the #2 rank among all Radio spenders);
- Added spending by advertisers in a group of mid-tier spending categories such as Insurance Companies (#7), Concerts/Theaters/Movies (#8), Health Care (#12), Casinos/Lotteries (#13), and Professional Services (#14);
- An influx of political spending leading into the 2008 presidential race's early primary schedules.

These factors combined to offset pullbacks by many advertisers in Radio's largest category, Automotive. Even here – following the adage that smart marketers pick up advertising when times get tough – a number of Radio's major Automotive partners significantly upped their spending for the year.

Radio's Local and National Combined Leading Growth Categories
Full Year 2007 vs. Full Year 2006

Category	FY '07 (in millions)	FY '06 (in millions)	% Change
Health Care	$569,029.2	$471,733.3	21%
Communications/Cell/Public Utilities	$1,896,291.1	$1,631,064.5	16%
Concerts/Theaters/Movies	$847,501.6	$757,108.8	12%
Professional Services	$467,561.4	$420,241.7	11%

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.)

The RAB began reporting quarterly Radio revenue in dollar amounts with the 2007 results.

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.

*Local and national revenues are based on a pool of more than 150 markets as reported by the accounting firm of Miller, Kaplan, Arase & Co. and extrapolated to the entire U.S. The methodology to derive the 2007 local, national, and non-spot (off-air) quarterly dollar amounts has been recalibrated and maintains previously reported quarterly total revenue while reflecting a shift in the dollars within the sectors. 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.

Click here for full report

Local and National Advertiser Category Analysis

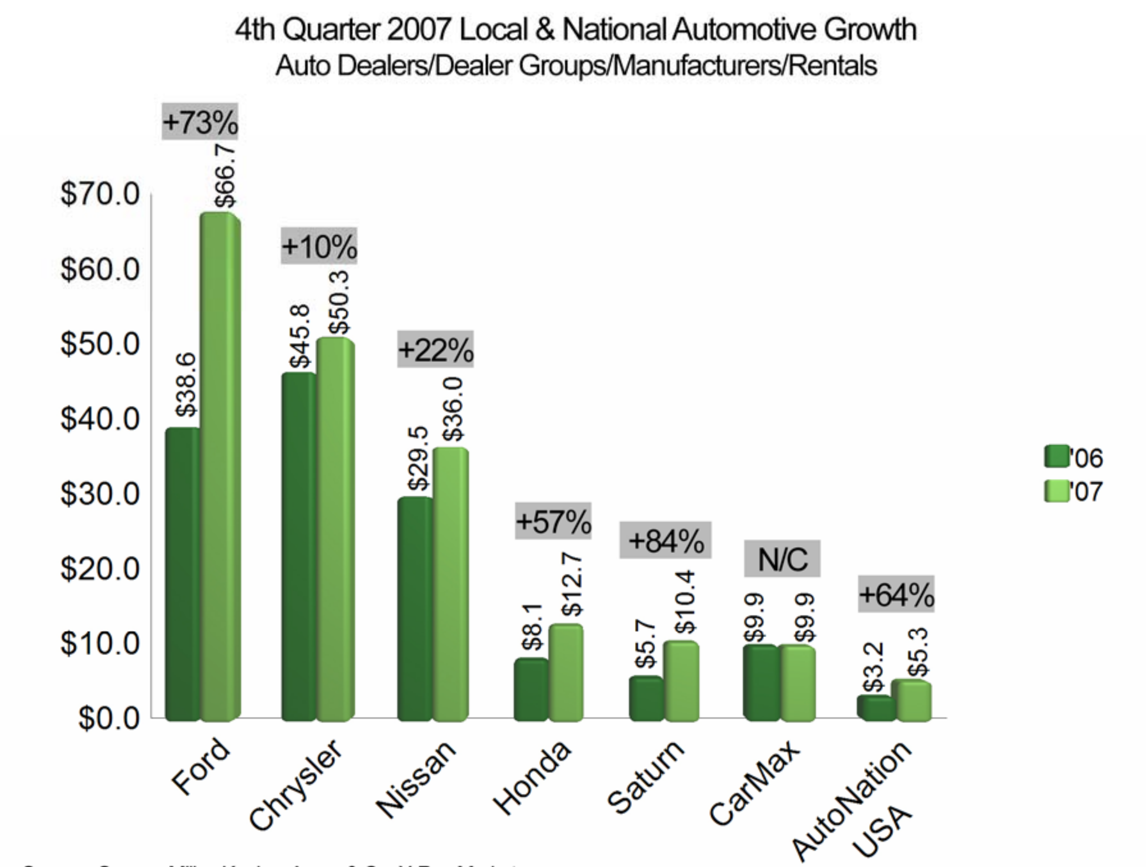
Political:

The race continues! Presidential, Congressional, Senatorial, and local race dollars funded Radio.

Greatest spend in 4th quarter and year-end came from local organizations and many 527s. Issue advertising accounted for 67% of 2007 spend and 58% of the quarterly spend.

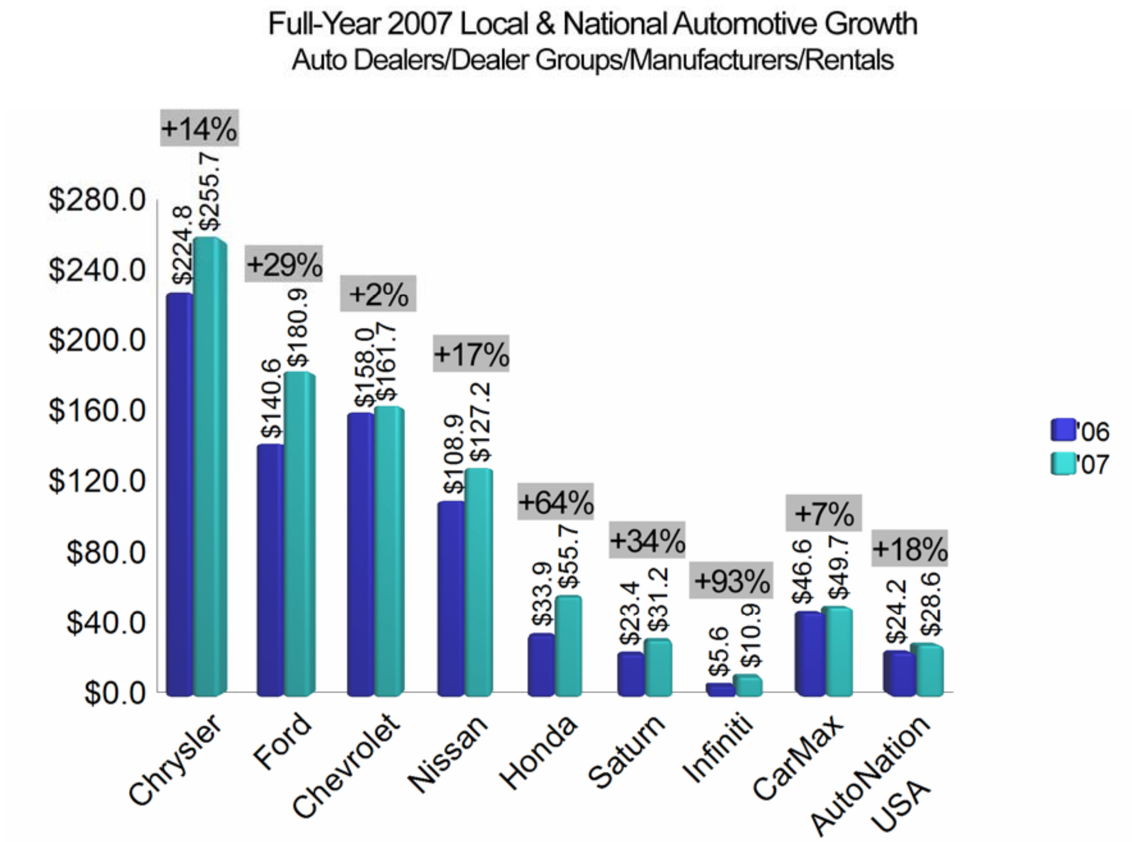
Automotive:

Radio's leading advertising category slowed down 8.5% in Q4, reflecting changes in consumer confidence and spending. Automotive was not without bright spots, however, as a number of key automakers and dealer groups fueled up their Radio spending in the final quarter.



Source: Source: Miller, Kaplan, Arase & Co.:X-Ray Markets
Dollars expressed in millions
(Extrapolated dollar amounts based on the 35 market X-Ray pool may not be fully indicative of industry results as a whole.)

This select advertiser group outperformed overall spending in their category (-7.3%) for the full-year period, as well. Chrysler cruised into the #1 Automotive spender spot for 2007 as Toyota braked slightly in Q4 to finish the year flat (down 0.7%).



Source: Source: Miller, Kaplan, Arase & Co.:X-Ray Markets
Dollars expressed in millions
(Extrapolated dollar amounts based on the 35 market X-Ray pool may not be fully indicative of industry results as a whole.)

Communications/Cellular/Public Utilities:

Advertisers in this powerful group grew their share of voice on Radio 15.6% in Q4. And, with full-year 2007 up 16.3% over 2006 spending, the category now ranks as Radio's #2 revenue generator – up from #3 last year.

Top Communications/Cellular stories for 2007: Verizon Wireless bumped its already robust 2006 spending up 6.3% to solidify its #2 spot, while Sprint raised the bar threefold to move into the #3 rank. Metro PCS and Leap Wireless grew 65.9% and 22.8%, respectively, to secure the #4 and #5 rankings; and T- Mobile's spending soared into 6th place (from #32 in 2006). AT&T remains the solid #1 in this category.

Health Care:

Health Care advertisers' spending in Q4 '07 was robust, registering a 69% gain – fueled in part by a November 15-December 31 window for decisions on changing prescription drug plans under Medicare Part D, as well as specialty medical clinics targeting consumers with expiring health savings plans.

Perennial top account Kaiser Permanente injected an additional 39.8% into its Q4 ad spend, and Commonwealth exploded onto the airwaves, substantially increasing its spending to rank second. Number three Minute Clinic was up threefold, and fourth-ranked Boothe Eye Centers grew 94.8%.

The Health Care category's vital signs were strong for the full year 2007, up a healthy 20.6% versus 2006. Top category advertisers for 2007 are Kaiser Permanente, Commonwealth, Boothe Eye Center, TLC Laser Eye Center, and Minute Clinic.

Department/Discount Stores & Shopping Centers:

While many stores reported disappointing holiday sales, Radio's use continued to be relatively flat to 2006 (-1%). The 2007 top 8 category leaders, accounting for 70% of the category's annual revenue, increased their collective spending by 6%. Within these top 8, three advertisers increased their Q4 and 2007 year-end spending: Wal-Mart, JC Penney, and Burlington Coat Factory.

Department/Discount Stores & Shopping Centers
Q4 '07 and Full Year '07
Local & National Growth Leaders

Advertiser	Q4 '07 (in millions)	% Growth Q4 '07 vs. Q4 '06	FY '07 (in millions)	% Growth FY '07 vs. FY '06
Wal-Mart	$30,233.0	306%	$85,192.0	191%
JC Penney	$22,332.2	16%	$47,378.1	13%
Burlington Coat Factory	$ 8,772.0	247%	$25,030.2	567%

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.)

Insurance:

Radio was the beneficiary of an impressive 24.4% increase by Insurance Companies in Q4 2007: Leading the charge among the top category spenders were Allstate (up 51.3%), State Farm (up 42.9%), Nationwide (up 34.9%), and GEICO (up 22.9%).

Insurance advertisers also paid out on the year, up 7.8% overall. Making it a policy to spend more on Radio in 2007 were #1 category spender GEICO (up 18.8%), #3 Blue Cross Blue Shield (up 9.9%), #4 Nationwide (up 73.4%), and #6 Farmers (up 16.6%). Allstate maintained its solid #2 ranking in annual category spending for the year; while State Farm dropped two ranks from ’06 to #5.

Concerts/Theaters/Movies:

This is the recipient of the 2007 Best Supporting Category with a 13% increase versus 2006. Those advertisers playing the largest role for 2007 (in order of financial appearance): Universal Pictures (#1), Live Nation (#2), Paramount Pictures (#3), and Sony Pictures (#4). Some of these leaders shifted from their Q4 position but may not necessarily reflect significant growth. Universal Pictures won the lead as the largest contributor to the category along with a 14% growth versus Q4 ‘06. Close competitor Buena Vista jumped to the second position with a nearly flat (-2%) decrease followed by Sony Pictures with an outstanding 47% increase – each versus Q4 ‘06.

Beverages:

Quenching all types of thirst, this category helped keep Radio’s revenue fluid! Q4 ’07 sparkled with a 17% increase versus Q4 ’06. The top 5 annual leaders are beverage warriors – of both beer and colas: Anheuser-Busch, Pepsi, Coca-Cola, Miller Brewing, and Molson Coors Brewing.

But guess who’s waking up and smelling the coffee? Starbucks strengthened its Radio spend both quarterly and annually -- nearly $25 million and over $34 million for Q4 and year-end, respectively.

Casinos/Lottery:

Radio’s advertising take from gaming accounts was flat for Q4, but spending came up in the win column for the year with a modest 3.1% uptick. This gain centered on state lotteries (collectively comprising 52% of total category revenue) upping the ante 5.7% in 2007.

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, and include all top 25 markets, except Miami. X-Ray Markets represent approximately 80% of the dollars from the pool of 150 markets.

Please see next page for Network Radio Advertiser Category Analysis

Network Radio Advertiser Category Analysis

Retail:

The top 6 full-year Network Radio advertisers significantly increased their spending versus a year ago and accounted for 60% of the retail category.

Largest Spending Retail Advertisers Full Year 2007 vs. 2006 Network Radio			
Advertiser	**FY '07 (in millions)**	**FY '06 (in millions)**	**% Growth**
Home Depot	$45,789.8	$33,273.2	38%
AutoZone	$25,225.3	$20,461.8	23%
Wal-Mart Stores	$24,306.6	$12,643.7	92%
Radio Shack	$22,575.0	$15,426.8	46%
JC Penney Corp. Inc.	$16,399.0	$12,336.8	33%
Office Depot	$15,770.8	$6,539.1	141%

Source: TNS Media Intelligence

Among these 6 leading advertisers, the greatest Q4 percentage growth came from Wal-Mart (up 34%) and AutoZone (up 32%).

Staples continued its renewed Radio investment in Q4 ‘07, and Sears surged its quarterly spending (up 211%). Famous Footwear also stomped its way into the category by significantly increasing its spending versus Q4 ‘06 (up 112%).

Automotive:

General Motors continued to take the automotive lead as the largest spending parent company in both Q4 and 2007 year-end. Ford Motor Company followed with an increase for the full year (up 111%) with Honda Motor Company lagging in third place. But who had the greatest percentage growth in Q4 ‘07? BMW with a nearly five-fold increase and Goodyear Tire & Rubber Co. coming in a close second, up 273%.

Network Radio Advertiser Category spending analysis is based on TNS Media Intelligence.