

The Media Audit

NEWS RELEASE

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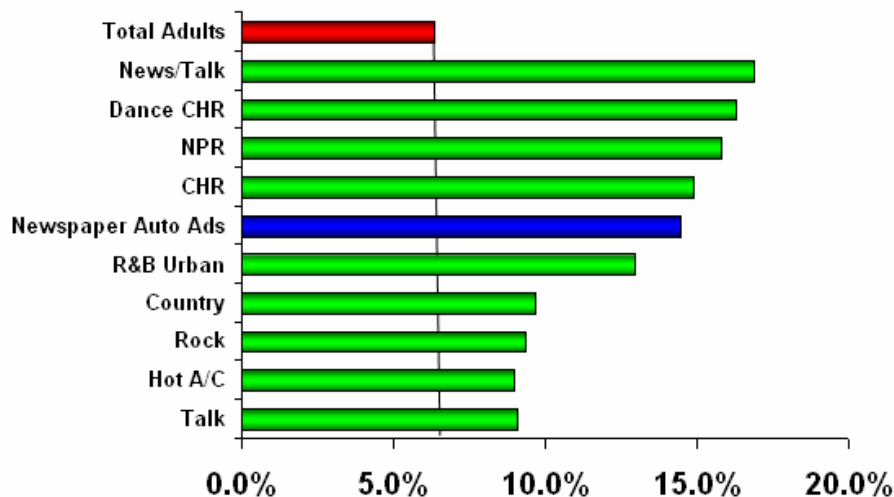
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Many Radio Formats Deliver Planned Foreign Car Purchasers

(Houston August 11, 2006) While *planned domestic vehicle purchasers* are more heavily exposed to radio than any other media, many radio formats are particularly strong in delivering planned *foreign car purchasers*. These are some of the findings from The Media Audit's study of the media habits of 17,185 planned vehicle purchasers. The Media Audit, along with its worldwide research partner Ipsos, is bidding for the US electronic radio measurement contract.

"Radio has a great story for foreign automobile dealers," stated Bob Jordan, President of The Media Audit. "Planned foreign vehicle purchasers listen to a cross section of radio formats. For example, 6.5% of the adult population plans to buy a foreign vehicle during the next year. Of these planned purchasers, 16.9% listen to News/Talk, 16.3% listen to Dance CHR, 15.8% listen to public stations with NPR programming and 14.9% listen to CHR. Radio's story for delivering people planning to buy foreign vehicles becomes even more significant when you compare it to the auto section of a daily newspaper. As noted below, more planned foreign car purchasers listen to each of the top four radio formats than read the auto sections of a daily newspaper on a regular basis."

% of Adults, Planning To Purchase a Foreign Vehicle, Reached by Various Formats and the Newspaper Auto Sections



"Historically radio ratings services have surveyed just radio," said Jordan. "This meant that stations wanting to demonstrate their comparative strengths could only compare the strength of their station to other radio stations. But the real world for advertisers is a multi-media world. The forth coming measurement system of

The Media Audit/Ipsos will be a multi-media measurement system, which will improve radio's ability to sell the strengths of their audiences in the multi-media world."

"For car dealers, radio has an advantage over mass media." noted Jim Higginbotham, Chairman and head of research at The Media Audit. "The unique strength of radio is its ability to target very specific audiences. Cars and radio formats match up with specific lifestyles. Thus dealers can target those radio stations whose audiences will be the most receptive to their message, This can't be done with television and daily newspapers.

As noted below, Acura automobile owners tend to listen to R&B, All News and Dance CHR stations. Kia automobile owners tend to listen to 80's Hits, Contemporary Christian and Smooth Jazz."

The Media Audit/Ipsos measurement system will collect this kind of marketing data and more, that will improve the ability of radio to sell the strengths of their stations' audience in reaching the best prospects." continued Higginbotham. "Results sell, which generates more revenue for radio."

Top 3 Indexing Radio Formats for Ownership of Foreign Auto Manufacturers

| | Sample | First Format | | Second Format | | Third Format | |
|------------|--------|-------------------|-------|-------------------|-------|-------------------|-------|
| | Size | Format | Index | Format | Index | Format | Index |
| Acura | 1,671 | R&B Oldies | 167 | News | 157 | Dance CHR | 147 |
| Audi | 691 | Adult Alternative | 253 | Sports | 218 | NPR | 210 |
| BMW | 2,228 | Adult Alternative | 174 | Modern AC | 171 | NPR | 165 |
| Daewoo | 199 | Spanish/Romantica | 588 | Spanish CHR | 542 | Regional Mexican | 378 |
| Honda | 13,036 | NPR | 143 | Modern AC | 142 | Adult Alternative | 140 |
| Hyundai | 2,228 | Modern AC | 147 | 80's Hits | 143 | Hot AC | 131 |
| Isuzu | 986 | Spanish CHR | 226 | 80's Hits | 218 | Modern Rock | 163 |
| Infiniti | 886 | Jazz | 227 | Modern AC | 201 | Spanish CHR | 189 |
| Jaguar | 496 | Classical | 213 | Jazz | 190 | News | 189 |
| Kia | 1,353 | 80's Hits | 175 | Contemp Christian | 160 | Smooth Jazz | 142 |
| Land Rover | 233 | Adult Alternative | 263 | Classic Hits | 181 | NPR | 180 |
| Lexus | 1,929 | News | 176 | Classical | 175 | R&B Oldies | 170 |
| Mazda | 3,554 | Adult Alternative | 150 | NPR | 130 | Spanish Romantica | 134 |
| Mercedes | 2,250 | News | 177 | Smooth Jazz | 174 | NPR | 149 |
| Mitsubishi | 2,249 | Dance | 191 | Black Gospel | 177 | R&B Urban | 172 |
| Nissan | 7,664 | Spanish Romantica | 171 | Dance CHR | 141 | Spanish CHR | 139 |
| Porsche | 397 | Modern AC | 293 | Talk | 197 | NPR | 174 |
| Saab | 604 | NPR | 258 | Adult Alternative | 250 | News/talk | 183 |
| Subaru | 2,312 | NPR | 263 | Adult Alternative | 263 | Classical | 197 |
| Toyota | 17,171 | Classical | 141 | Spanish Romantica | 141 | NPR | 136 |
| Volkswagen | 3,269 | Adult Alternative | 211 | NPR | 207 | Modern AC | 186 |
| Volvo | 1,979 | NPR | 262 | Jazz | 227 | Adult Alternative | 211 |

The Media Audit, a syndicated service of International Demographics, is a multi-media and marketing survey conducted in 85 cities across the US. The 35 year old service is used by more than 250 advertisers and their ad agencies to help define the market and to help shape media campaigns. More than 1,300 media subscribe to THE MEDIA AUDIT to sell their advertising value to the advertisers and ad agencies.

The syndicated study that covers over 450 target items including socioeconomic characteristics, life styles, business decision makers, product purchasing plans, retail shopping habits, travel history, supermarket shopping, stores shopped, products purchased, fast-food restaurants eaten in, soft drink consumption, brands

purchased, health insurance coverage, leisure activities, banks used, credit cards used and other selected consumer characteristics important to local media and advertisers.

IPSOS, with revenues of \$1.1 billion is the 5th largest media and marketing research company in the world. One of the fastest growing research and marketing companies Ipsos has offices in 40 countries. Its European division has the contract for radio measurement as well as the TV diary measurement in the UK. Recently Ipsos introduced its BRS (Businessman's Readership Study) to the US.

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