

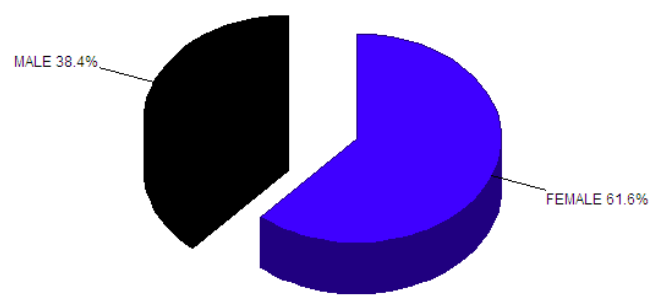


322,000 consumers have read one or more of the past four issues of N'Digo!

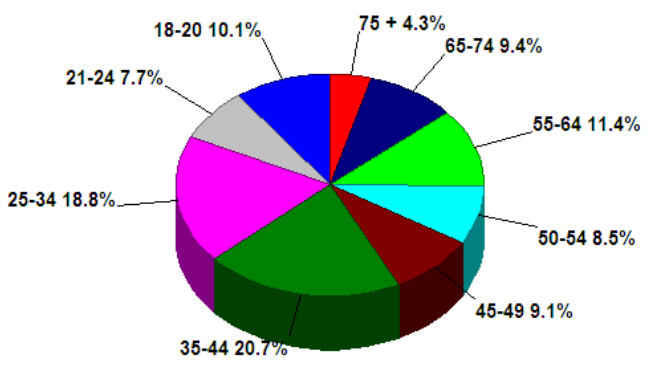
160,500 readers per average issue



N'Digo Gender Profile



Median Age of N'Digo Reader = 42

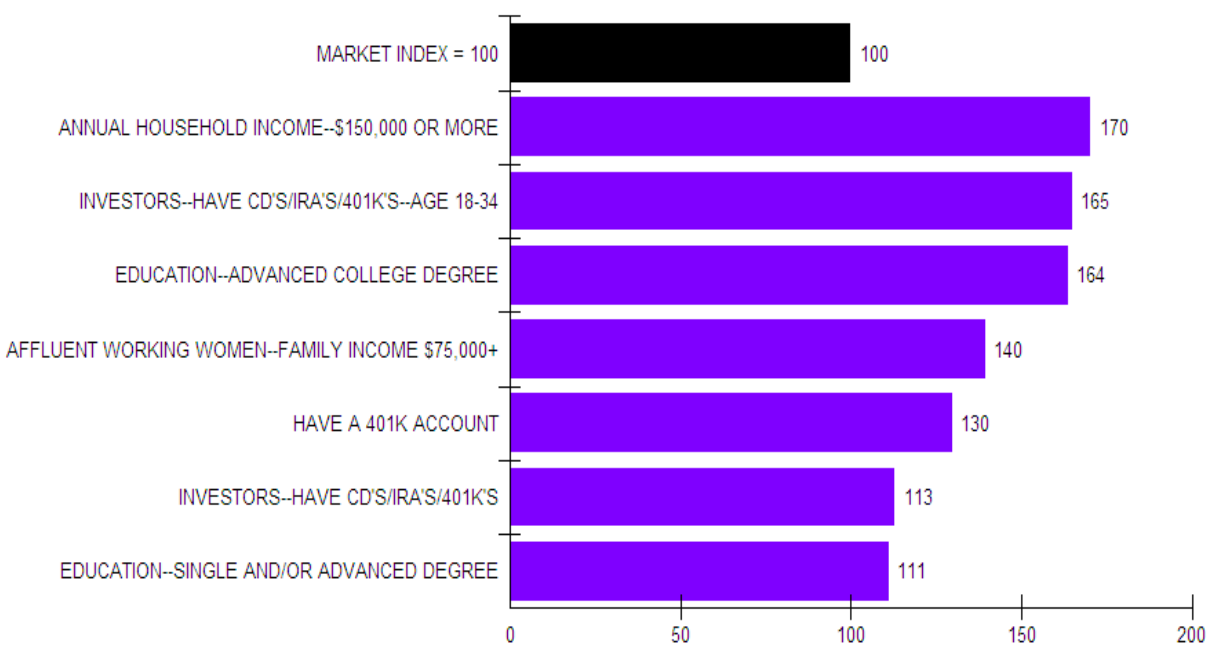


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: CHICAGO, IL for MAY-JUN/NOV'06-JAN 2007
 Bases: ADULTS AGE 18+
 Media: N'DIGO

THE MEDIA AUDIT

Most Often Index

N'Digo reaches affluent and educated consumers!





28% of Chicagoans who are planning to buy a vehicle this year are black. 73% more likely than the average person!

**THE MEDIA AUDIT
TARGET MARKET PROFILE REPORT
ADULTS AGE 18+**

Report Market: CHICAGO, IL
 Report Period: MAY-JUN/NOV06-JAN 2007
 TARGET: PLAN BUY-CAR/VAN/TRUCK/SUV

BASE POPULATION: 6,888,800 % IN TARGET: 19.6% TARGET PERSONS: 1,351,600

MARKET PROFILE GROUPS	MARKET PROFILE PERCENT	TARGET PROFILE PERCENT	INDEX	0	100	200	300
GENDERS-MALE	48.4	58.8	121				
GENDERS-FEMALE	51.6	41.2	79				
AGES-18-20	8.2	9.6	152				
AGES-21-24	8.5	10.1	155				
AGES-25-34	18.9	20.3	107				
AGES-35-44	20.7	22.6	109				
AGES-45-49	10.2	12.9	126				
AGES-50-54	9.1	8.5	93				
AGES-55-64	13.4	10.0	74				
AGES-65-74	8.7	5.0	57				
AGES-75+	8.3	1.1	17				
ETHNICITY-WHITE	58.4	44.8	79				
ETHNICITY-BLACK	18.5	28.7	173				
ETHNICITY-HISPANIC	16.8	16.0	95				
ETHNICITY-ASIAN	5.3	5.7	106				
INCOME-< 15K	4.1	4.4	108				
INCOME-15K-25K	9.2	7.6	83				
INCOME-25K-35K	13.8	12.9	93				
INCOME-35K-50K	21.4	17.2	80				
INCOME-50K-75K	20.6	20.8	100				
INCOME-75K-100K	12.7	14.1	110				
INCOME-100K-150K	10.9	13.1	120				
INCOME-150K+	7.3	9.8	134				
EDUCATION-H.S. OR LESS	8.1	9.7	119				
EDUCATION-H.S. GRADUATE	29.6	29.2	98				
EDUCATION-SOME COLLEGE	25.9	29.3	113				
EDUCATION-COLLEGE DEGREE	23.7	20.9	88				
EDUCATION-ADVANCED DEGREE	11.7	10.5	89				

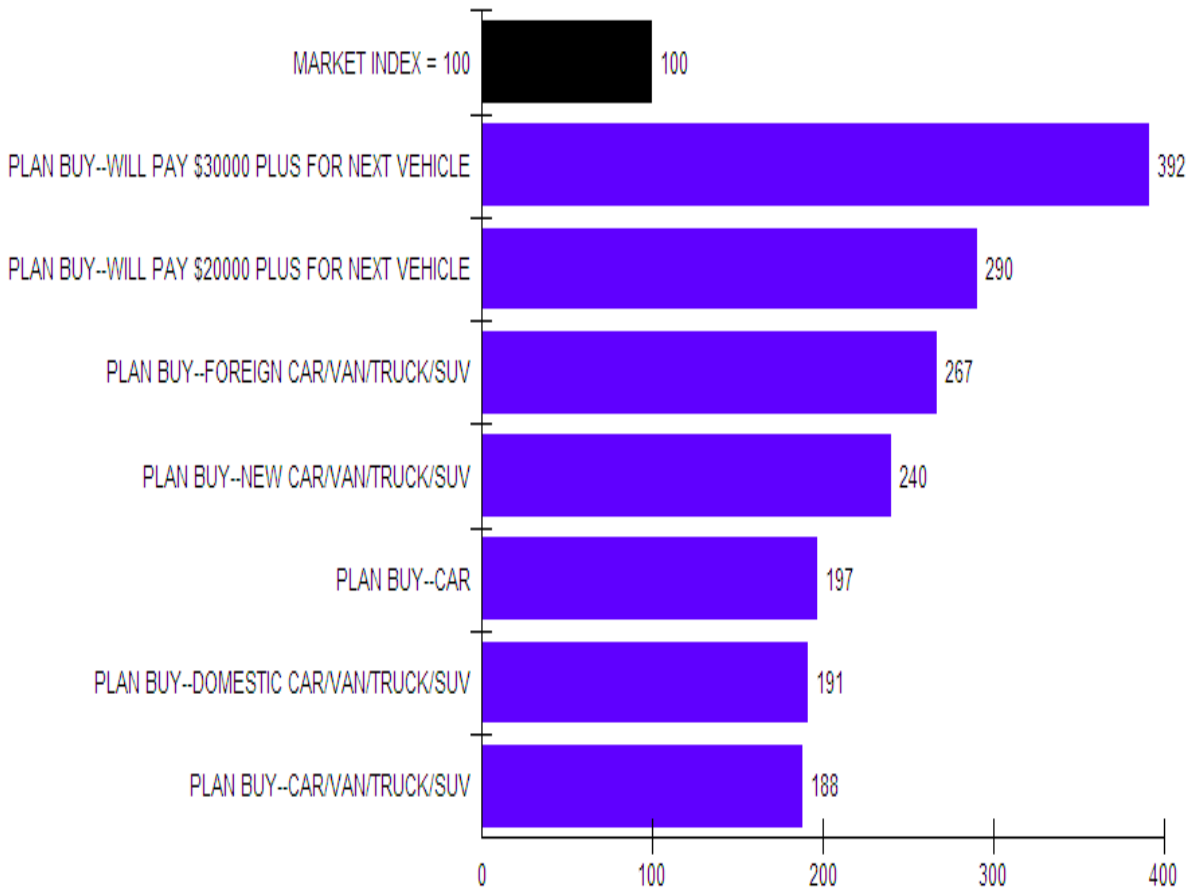
The Chicago market is growing in diversity. Car buyers are trending the growth in the population. Chicago is becoming a higher percentage Black, Hispanic and Asian. Also the growth in younger age cells. Therefore younger, ethnic consumers! You need to market to these different demographics!



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THE MEDIA AUDIT
 Most Often Index

N'Digo readers are buying high-end vehicles this year!



Market average = 100

Any Index over 100 = N'Digo is an efficient media to reach car buyers

For every \$1,000 you spend in N'Digo to reach affluent car buyers, you get \$3,920 in value!

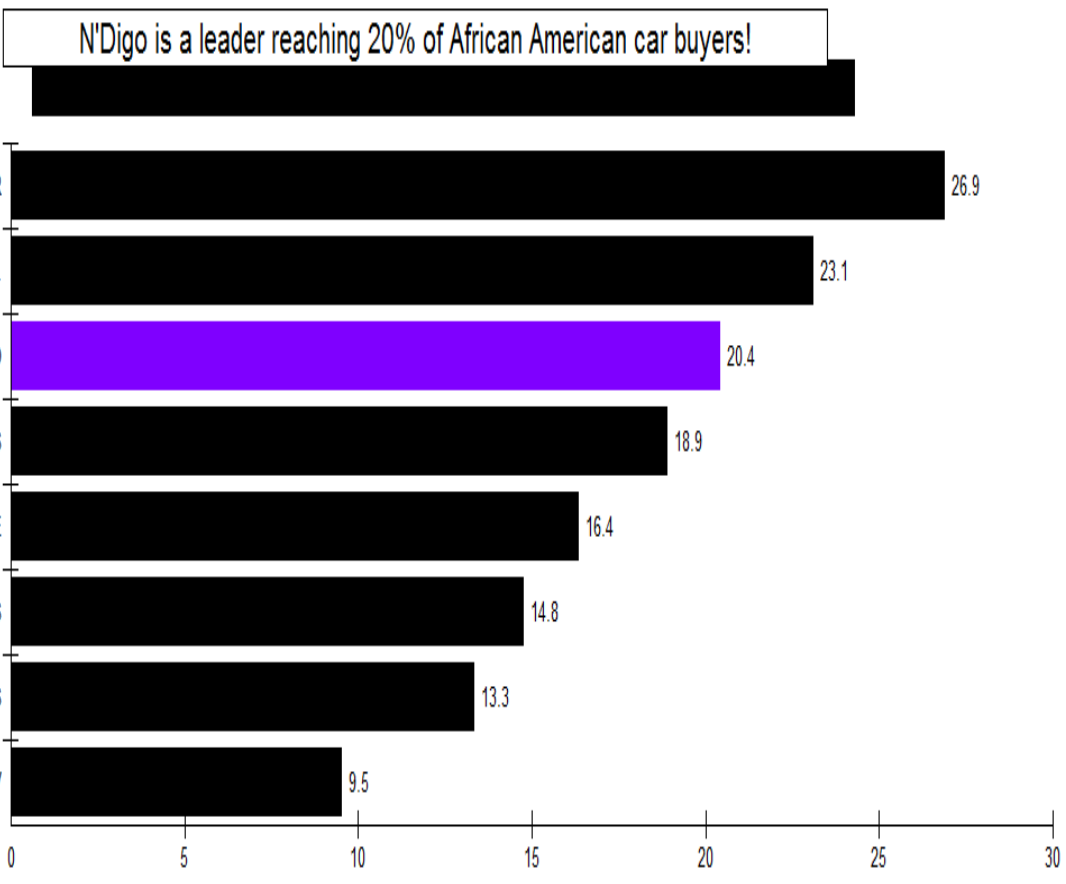
A higher percentage of N'Digo readers will spend over \$30,000 on their next vehicle than percentage of Chicagoans who will spend \$30,000+.



Manufacturers owned	% of N'Digo Readers	Index
Plan to spend \$30,000+	11%	272
Plan to spend \$20,000+	18%	195
DOMESTIC	71%	100
FOREIGN	42%	97
Own one vehicle	25%	108
Own two+ vehicles	63%	94
BMW	2%	75
Buick	13%	188
Cadillac	13%	330
Chevrolet	18%	78
Lincoln/Mercury	8%	181
Ford	22%	92
Chrysler	7%	79
Dodge	17%	157
Jaguar	2%	357
Jeep	7%	195
Honda	12%	111
Infiniti	2%	132
Lexus	2.5%	106
Mercedes	3%	173
Nissan	7%	99
Porsche	2%	333
Toyota	16%	127
Luxury Foreign	8%	94
Luxury Domestic	16%	323



Report: RANKER REPORT THE MEDIA AUDIT Media Plan/Buy Report
 Market: CHICAGO, IL for MAY-JUN/NOV06-JAN 2007
 Bases: RACE--BLACK (NOT HISPANIC)
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV
 Base Population: 1,139,500 % In Target: 34.1% Target Persons: 388,100





Report: RANKER REPORT THE MEDIA AUDIT Most Often Ratings
 Market: CHICAGO, IL for MAY-JUN/NOV'06-JAN 2007
 Bases: RACE--BLACK (NOT HISPANIC)
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV

Base Population: 1,139,500 % In Target: 34.1% Target Persons: 388,100

N'Digo reaches over 50,000 car buyers each issue! More than most radio stations!

