



Mercedes-Benz



INFINITI.

**Reaching Mercedes-Benz and Infiniti Best Prospects
In the Cleveland Market**



October, 2008

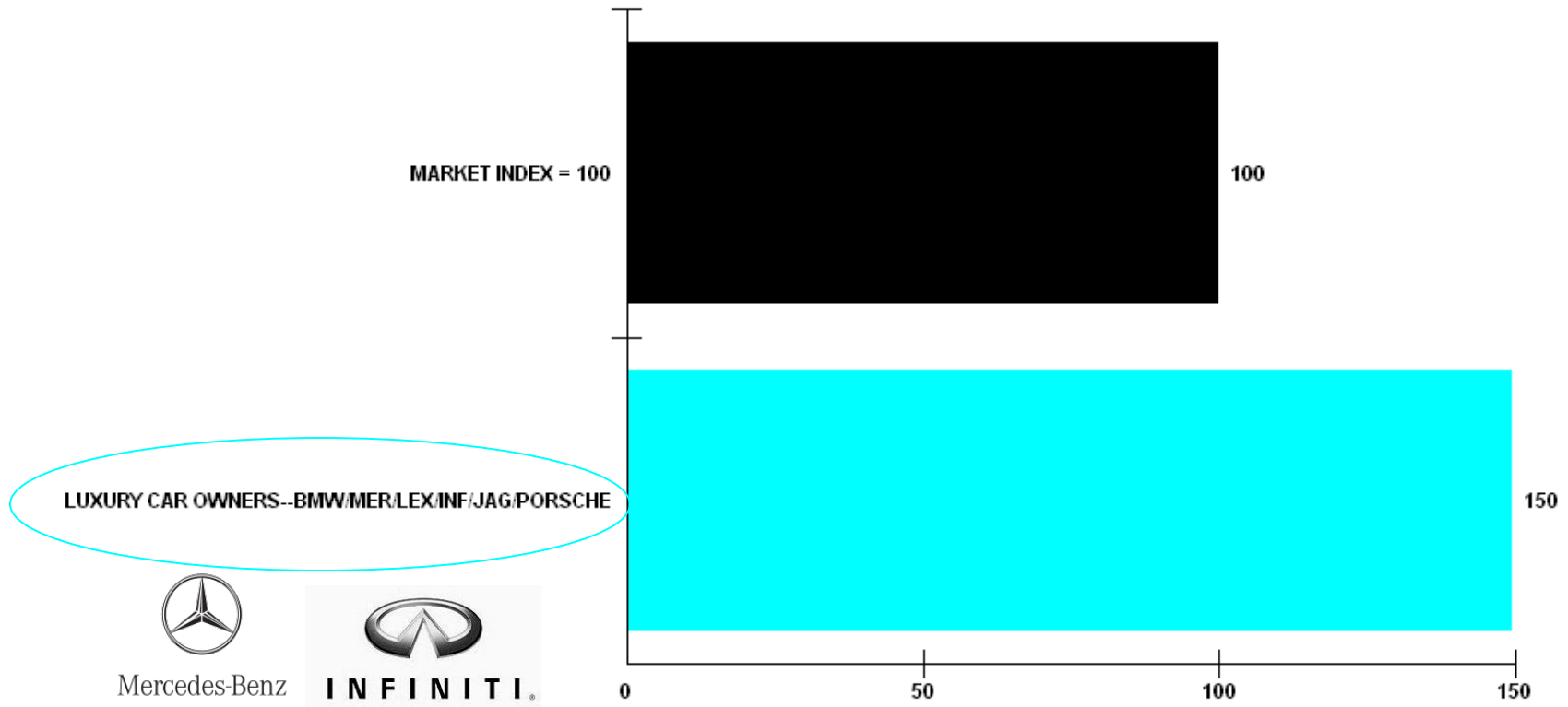


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: CLEVELAND, OH for MAY-JUN 2008
 Bases: ADULTS AGE 18+
 Media: WDOK-FM

THE MEDIA AUDIT

Cume Index

WDOK Listeners are 50% More Likely than the Avg Adult to Own Luxury Foreign Cars



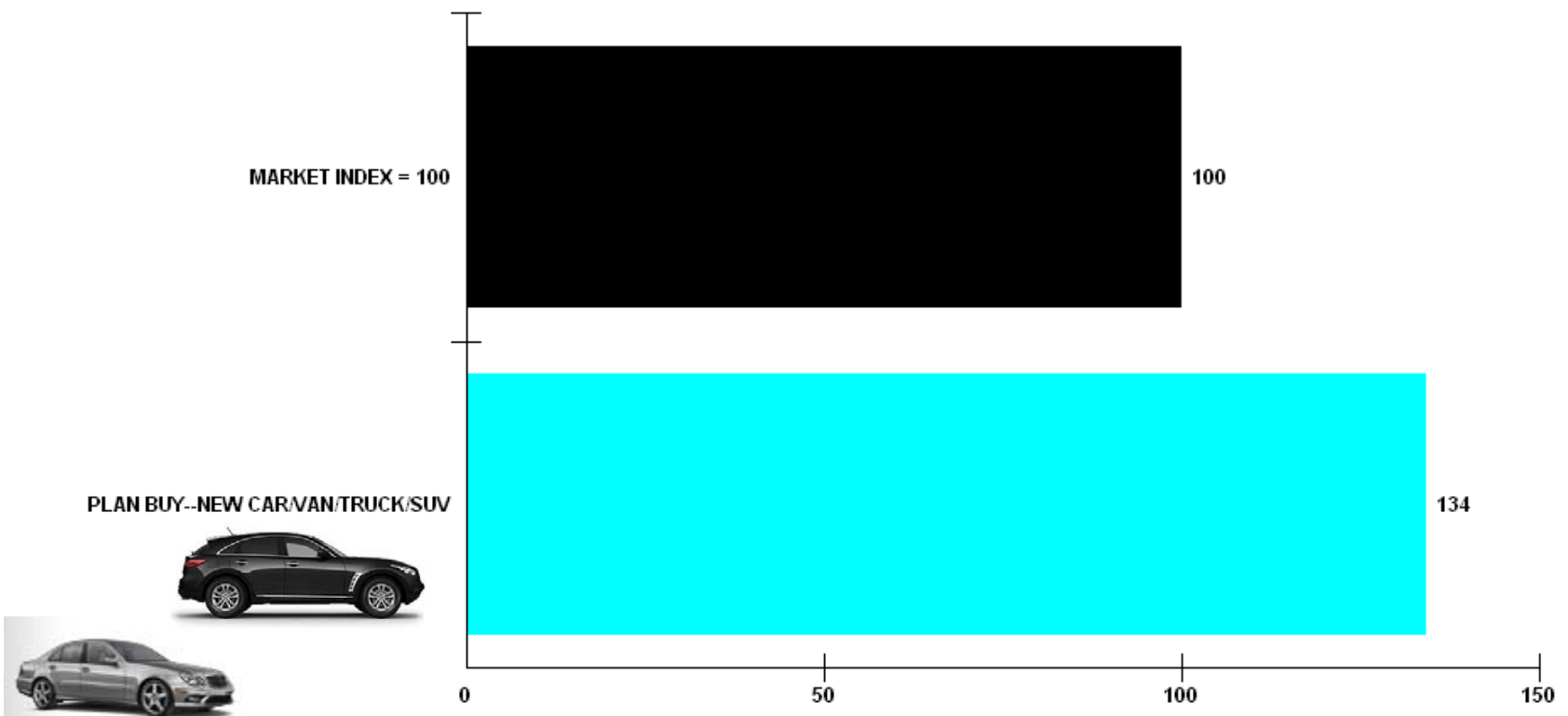


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WDOK Listeners are 34% More Likely to Buy a New Vehicle This Year

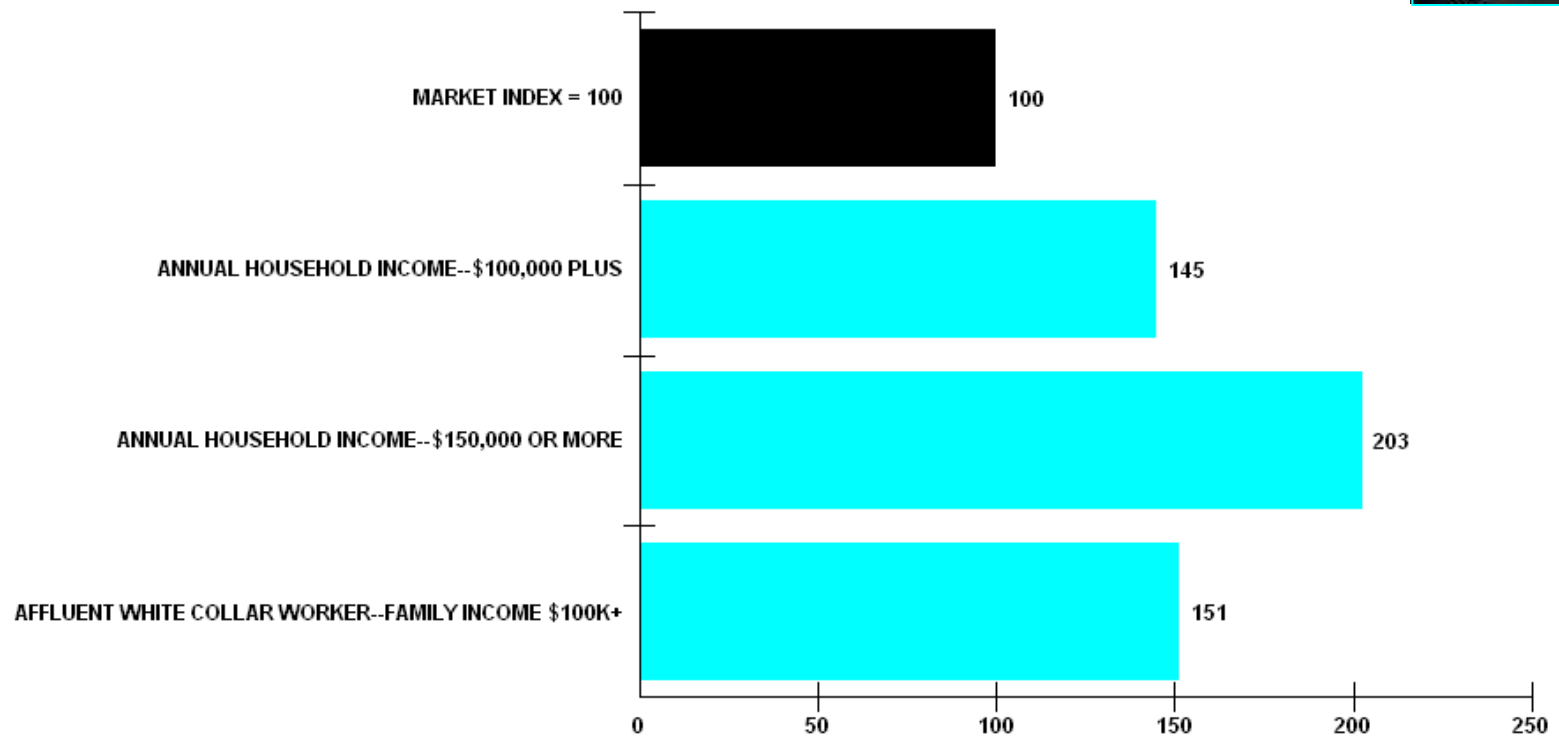




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THE MEDIA AUDIT

WDOK OUTPERFORMS THE MARKET IN CLEVELAND'S AFFLUENT





WDOK REACHES NEARLY 19,000 LUXURY FOREIGN VEHICLE OWNERS:
Mercedes / Infiniti / Lexus / BMW / Jaguar / Porsche

Report: RANKER REPORT
Market: CLEVELAND, OH for MAY-JUN 2008
Bases: ADULTS AGE 18+
Target: LUXURY CAR OWNERS--BMW/MER/LEX/INF/JAG/PORSCH

THE MEDIA AUDIT

Base Population: 1,606,673

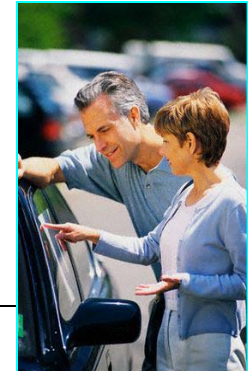


Arbitron: SPRING 2008
% In Target: 5.2%

Rank	Media	Cume Adjusted Persons	Cume Adjusted Rating	0	8	16	24
1	WMJI-FM	19,168	23.0				
2	WDOK-FM	18,859	22.7				
3	WNWV-FM	15,069	18.1				



WDOK REACHES NEARLY 20,000 ADULTS PLANNING TO BUY A VEHICLE DURING THE NEXT 12 MONTHS



Report: RANKER REPORT
Market: CLEVELAND, OH for MAY-JUN 2008
Bases: ADULTS AGE 18+
Target: PLAN BUY--NEW CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

Base Population: 1,606,673

Arbitron: SPRING 2008
% In Target: 6.1%

Rank	Media	Cume Adjusted Persons	Cume Adjusted Rating	0	7	14	21
1	WDOK-FM	19,753	20.3				
2	WMJI-FM	15,164	15.6				
3	WNWV-FM	9,430	9.7				



WDOK is a Market Leader in Delivering High Income Adults Planning to Buy a LUXURY VEHICLE During the Next 12 Months.



Report: CROSSTAB INCOME REPORT THE MEDIA AUDIT
 Market: CLEVELAND, OH for MAY-JUN 2008
 Bases: ADULTS AGE 18+
 Primary Target: PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE
 Base Persons: 1,606,673
 Base Income: \$92,341,650,500

	Avg (Mean) Income	\$0	\$62,500	\$125,000
Target				
PAST 7-DAY CUME RADIO--WDOK-FM	125,000			
PAST 7-DAY CUME RADIO--WMJI-FM	125,000			
PAST 7-DAY CUME RADIO--WNWV-FM	96,273			