



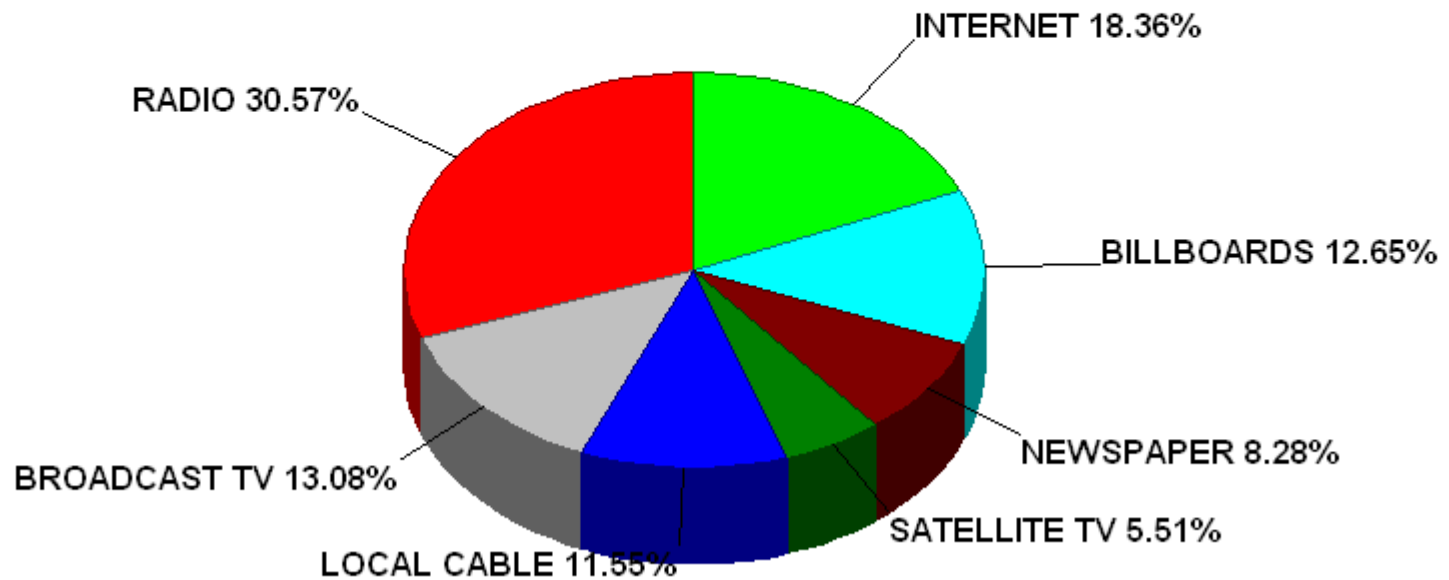
Delivering New Orleans
Best Customer Prospects
for



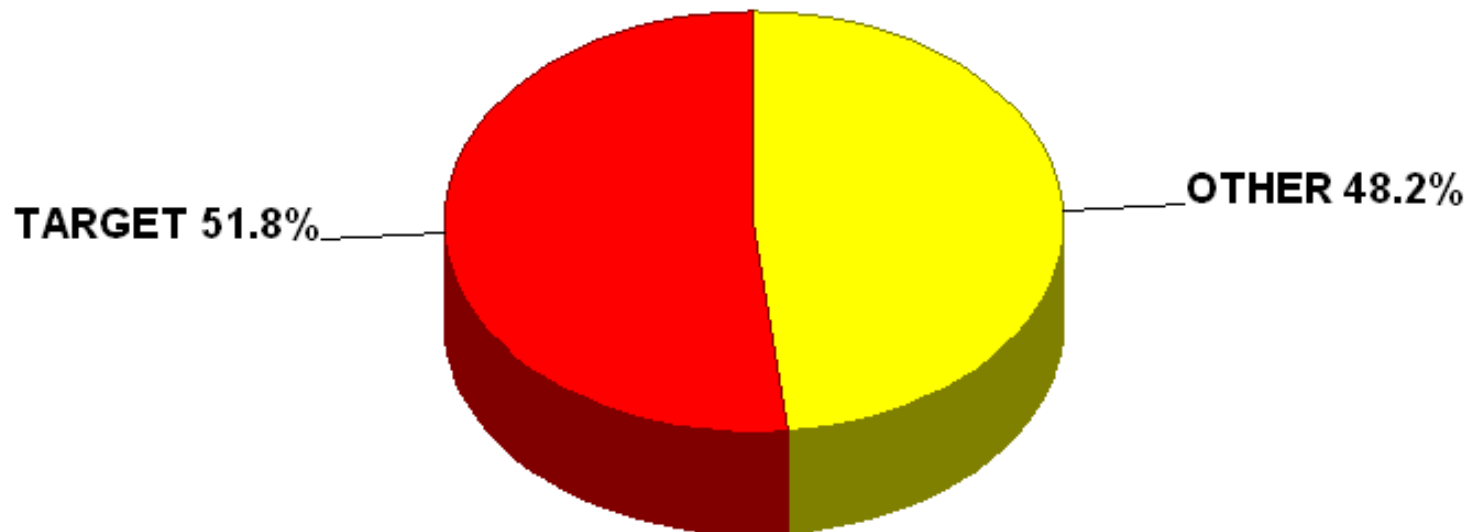
March 28, 2007

New Orleans Bar Customers Spend More of their Media Day with Radio

BAR / NIGHTCLUB CUSTOMERS - MEDIA DAY ANALYSIS

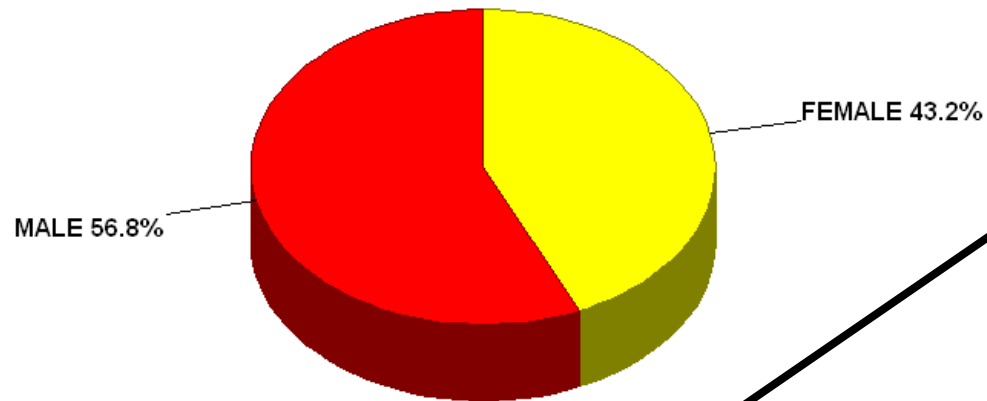


52% OF KKND LISTENERS ARE BAR CUSTOMERS

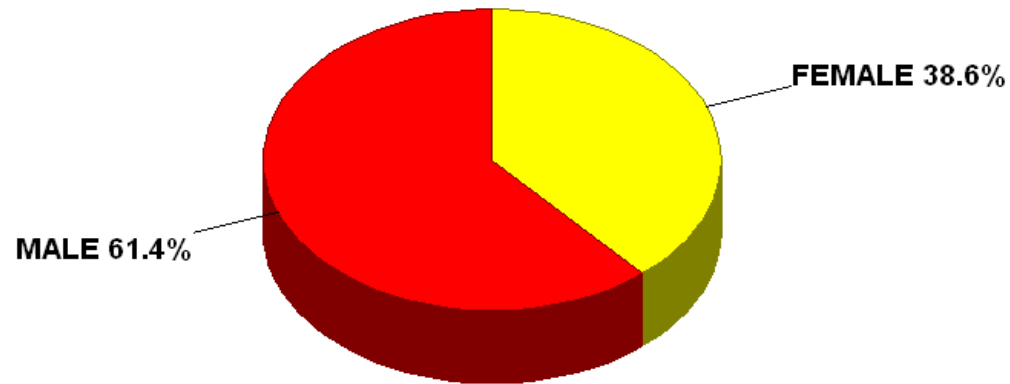


KKND DELIVERS THE MEN THAT COYOTE UGLY SALOON TARGETS.

BAR CUSTOMER GENDER PROFILE

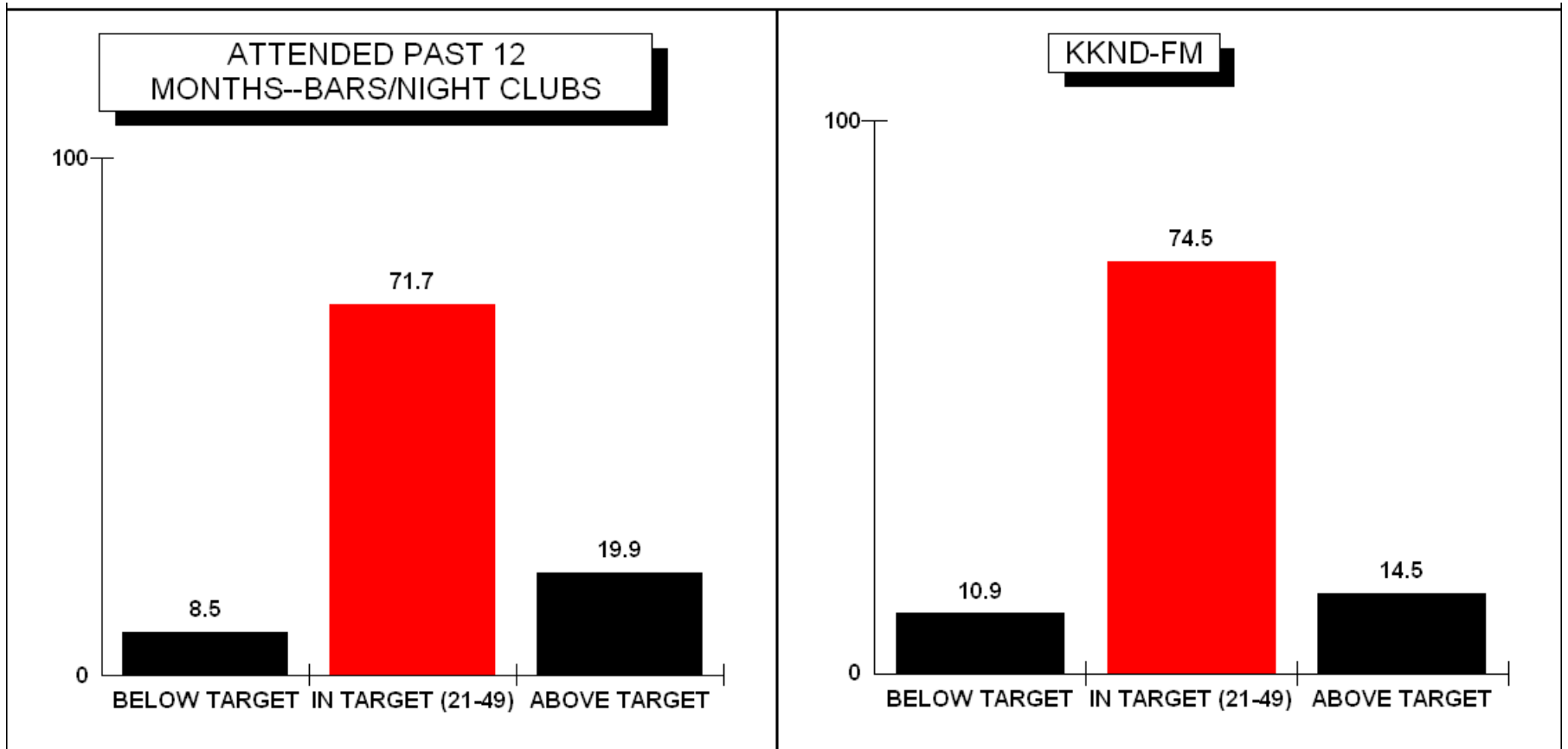


KKND-FM GENDER PROFILE



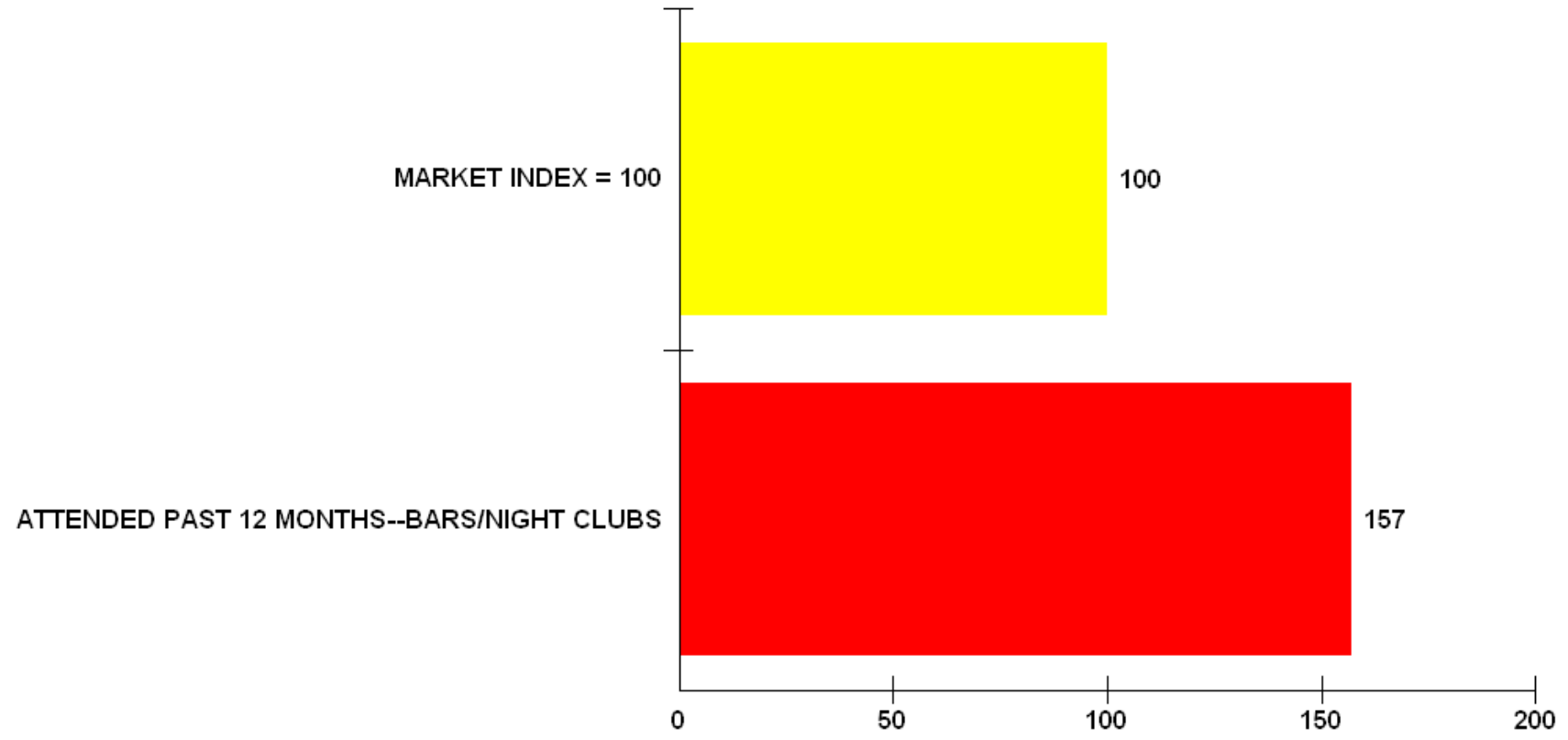
KKND DELIVERS COYOTE UGLY TARGET AGE DEMOGRAPHICS.

- 72% of New Orleans Bar Customers are Age 21-49, and
- 75% of KKND Listeners are Age 21-49.



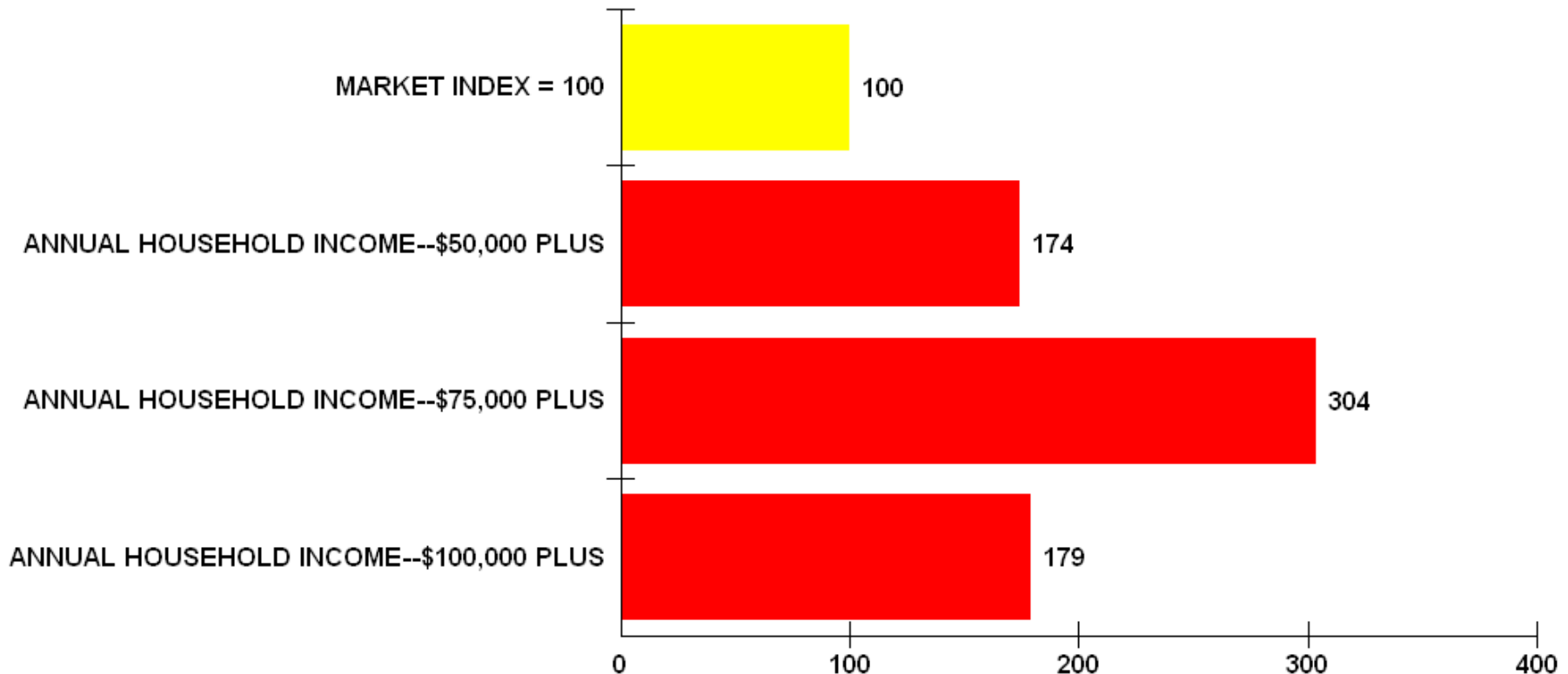
Rockin' Country KKND Dramatically Outperforms the Market in Delivering BAR & NIGHTCLUB CUSTOMERS

KKND Listeners are 57% More Likely to be Bar Customers



Rockin' Country Listeners have Lots of Disposable Income to spend at Coyote Ugly Saloon.

KKND Outperforms the Market in Delivering Upper Income New Orleans



Rockin' Country is the Efficient & Effective Choice
for Coyote Ugly Saloon.

KKND IS MORE TARGETED & EFFICIENT IN REACHING BAR CUSTOMERS

