



Reaching LaSalle Bank's Best Customer Prospects In the Detroit Market

**Presented by:
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V98.7 Smooth Jazz
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Profile of the Detroit Area LaSalle Bank Customer



Customer Age Profile

Report: TARGET PROFILE REPORT
Market: DETROIT, MI for MAY-JUL/NOV'05-FEB 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Target: CUSTOMER--LASALLE BANK

THE MEDIA AUDIT

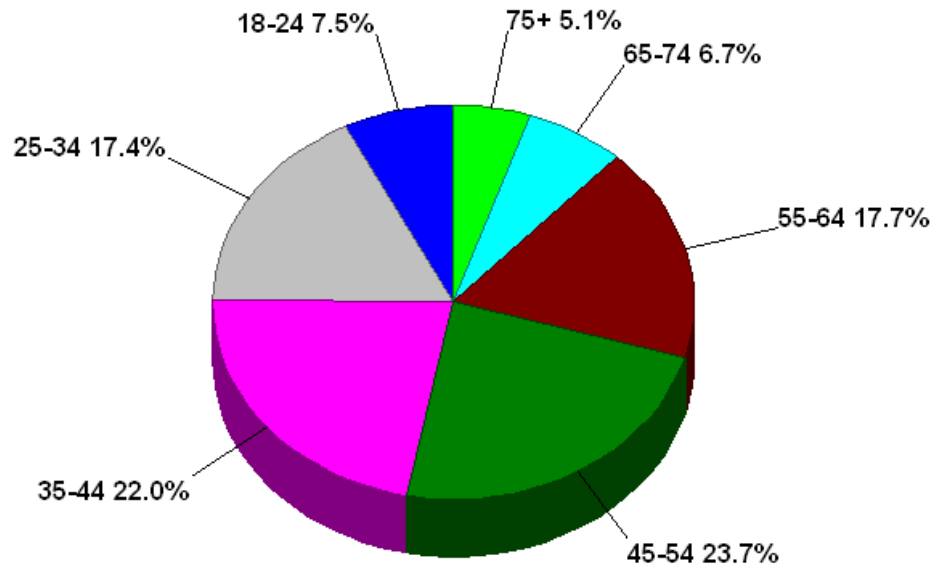
Age Analysis

Base Population: 3,461,500

% In Target: 12.3%

Target Persons: 426,700

Age Profile of LaSalle Bank Customers



Prime Demo is 35-64



Profile of the Detroit Area LaSalle Bank Customer



Customer Gender Profile

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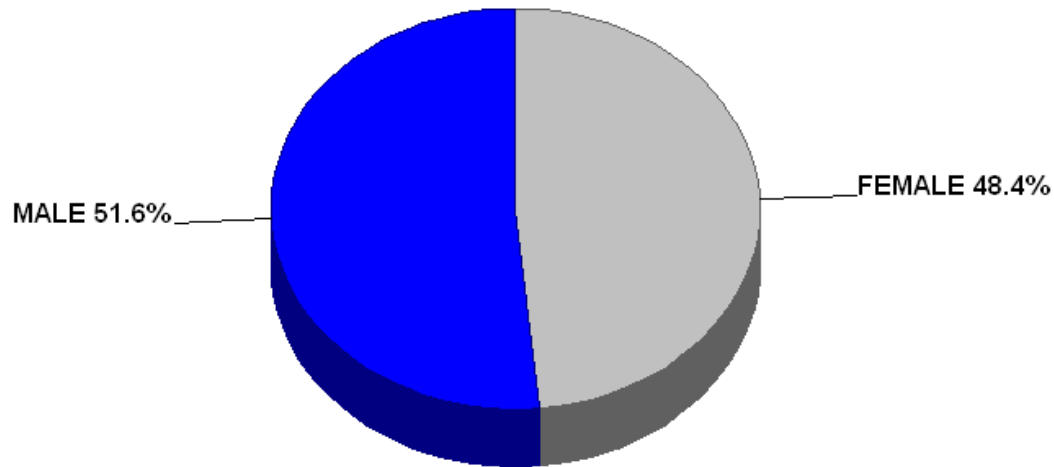
Gender Profile

Base Population: 3,461,500

% In Target: 12.3%

Target Persons: 426,700

Gender Profile of LaSalle Bank Customers



Nearly a 50/50 Gender Split



Profile of the Detroit Area LaSalle Bank Customer



Customer Ethnicity Profile

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THE MEDIA AUDIT

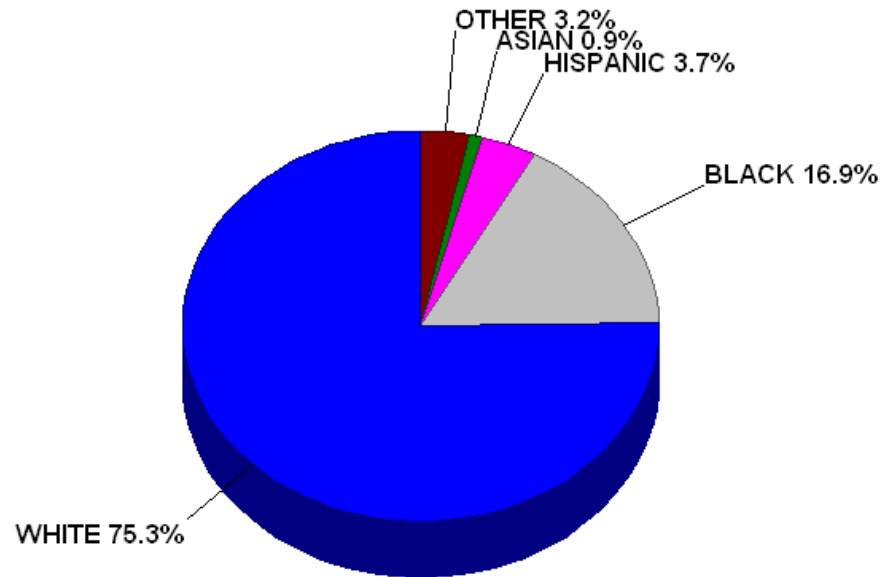
Ethnicity Profile

Base Population: 3,461,500

% In Target: 12.3%

Target Persons: 426,700

Ethnicity Profile of LaSalle Bank Customers



An Ethnically Diverse Customer Base



Profile of the Detroit Area LaSalle Bank Customer



Customer Income Profile

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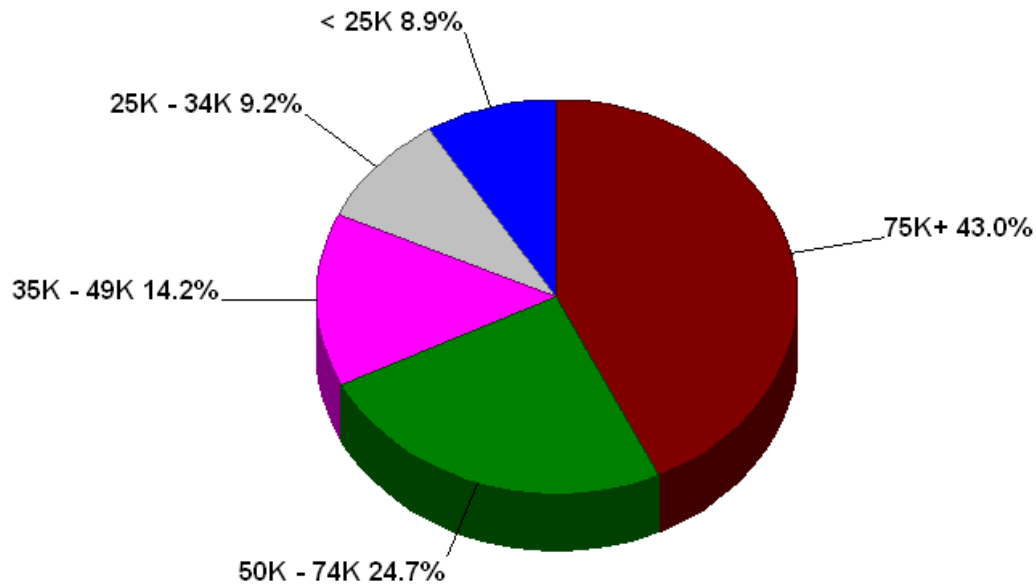
Annual Income

Base Population: 3,461,500

% In Target: 12.3%

Target Persons: 426,700

Income Profile of LaSalle Bank Customers



Upscale Clientele



LaSalle Bank and V98.7 share very similar Age Profiles.

Report: AGE DEMO ANALYSIS
Market: DETROIT, MI for NOV '05-FEB 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Media: WVMV-FM
Target: CUSTOMER--LASALLE BANK

THE MEDIA AUDIT

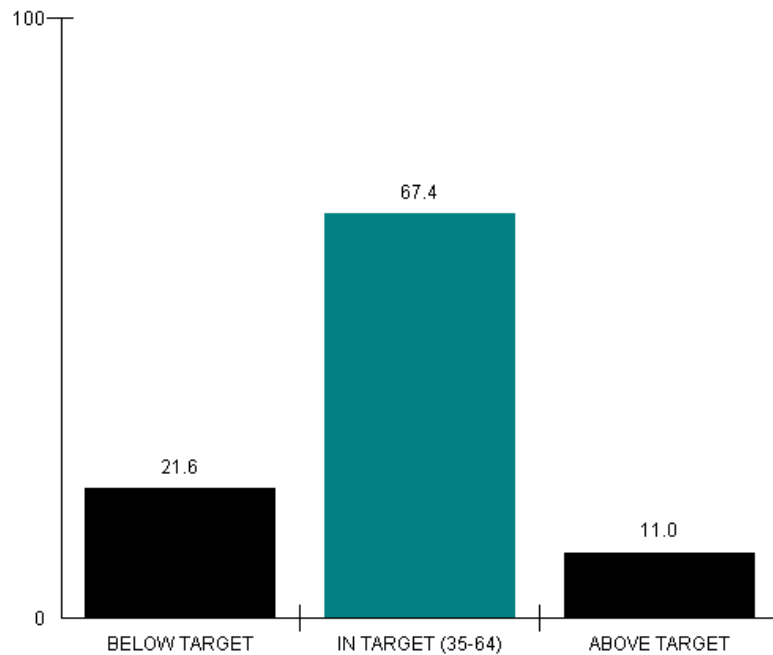
Age Demo Analysis

Total Market Persons: 3,461,600
Total Market Persons: 3,461,600

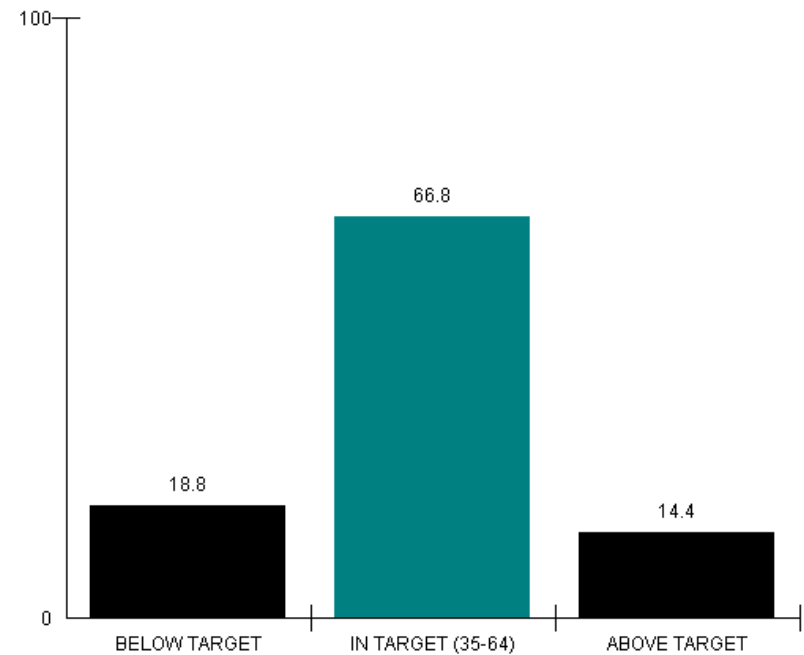
Media Percent: 8.7%
Target Percent: 13.1%

Media Persons: 299,500
Target Persons: 454,500

CUSTOMER--LASALLE BANK



WVMV-FM



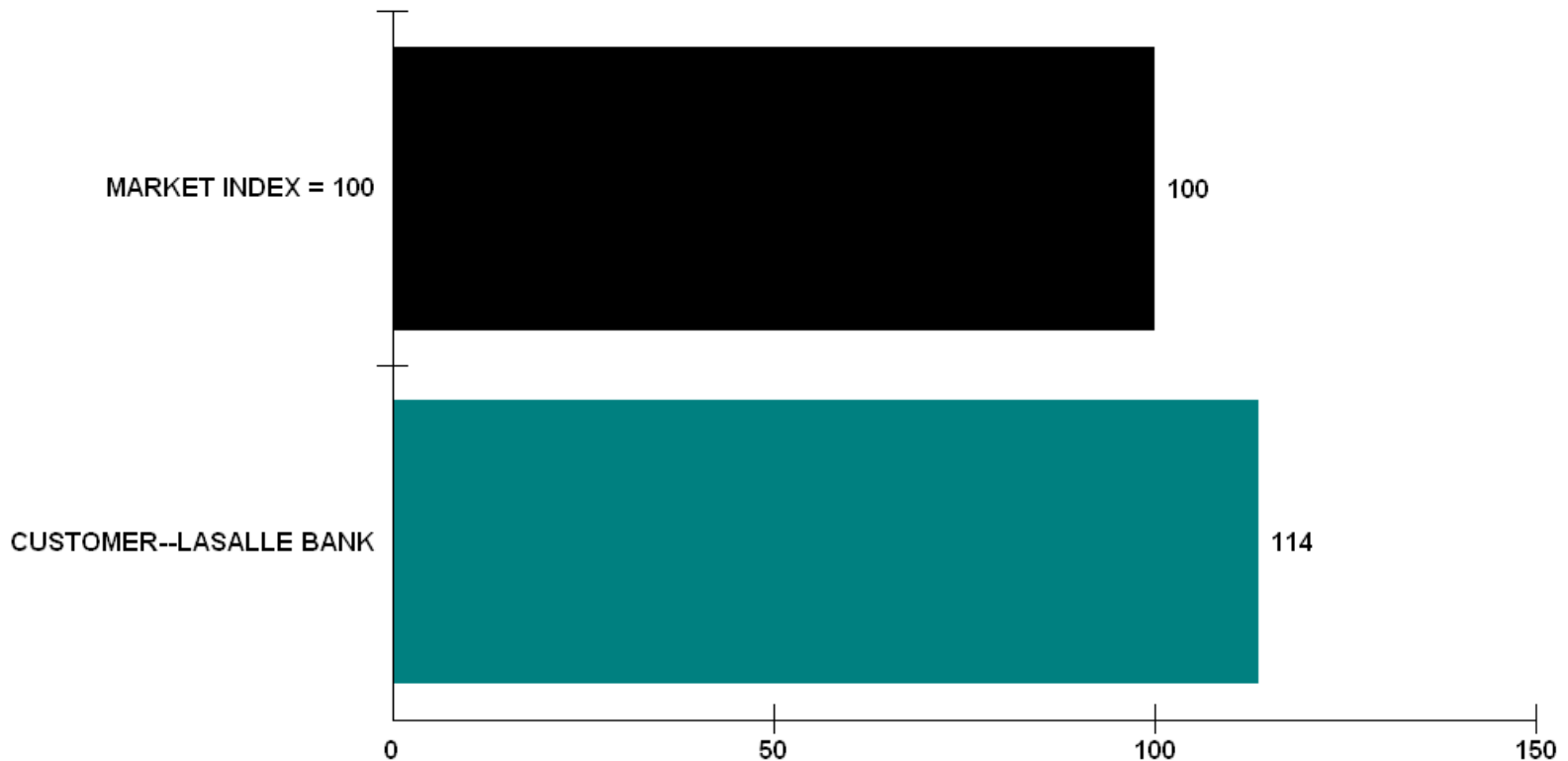
V98.7 WVMV Listeners are 14% more likely than the market average to be LaSalle Bank Customers

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
 Market: DETROIT, MI for MAY-JUL/NOV'05-FEB 2006
 Bases: ADULTS
 Media: WVMV-FM

THE MEDIA AUDIT

Cume Index

V98.7 Outperforms the Market in Delivering LaSalle Bank Customers



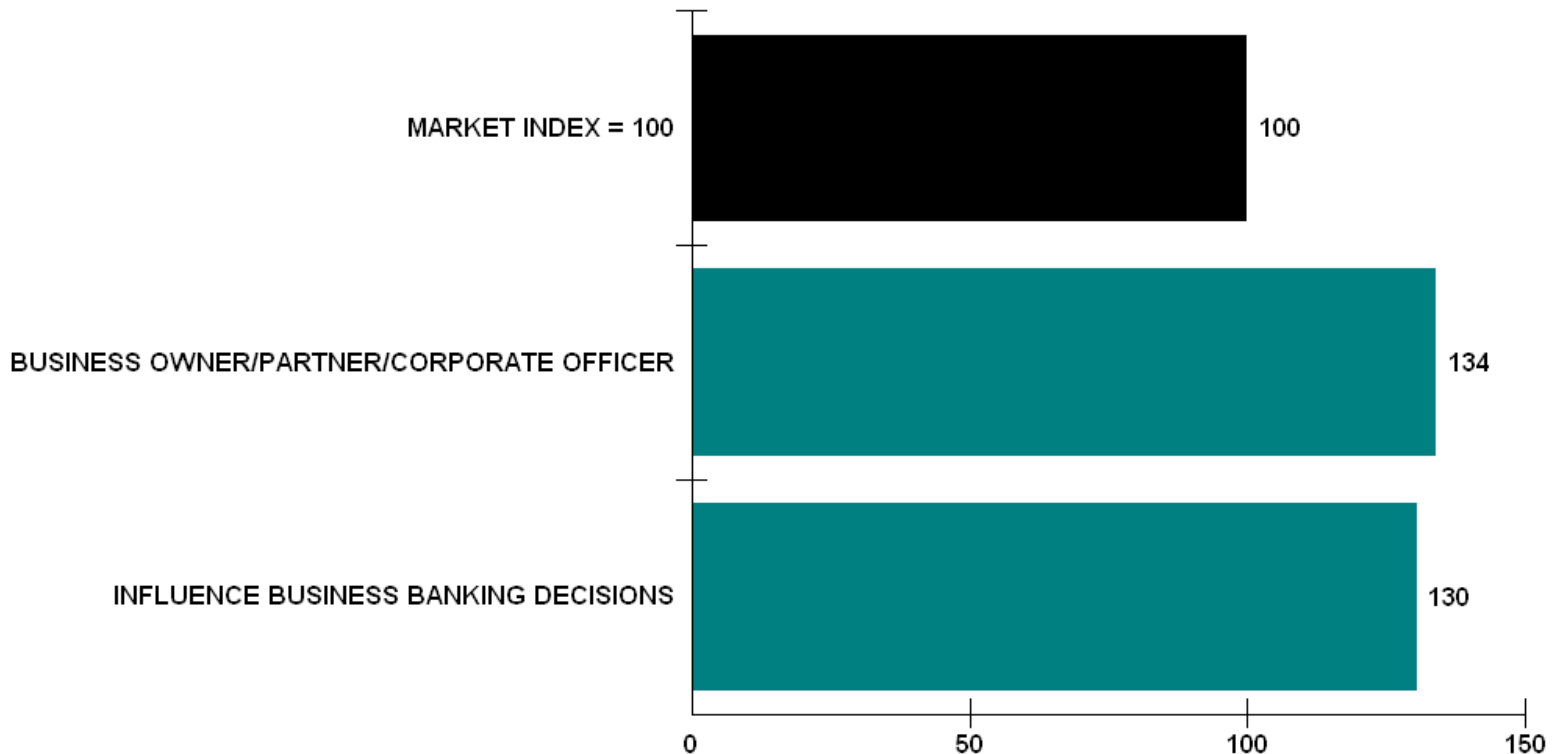
V98.7 delivers top-level business banking decision makers.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
 Market: DETROIT, MI for MAY-JUL/NOV'05-FEB 2006
 Bases: ADULTS
 Media: WWMV-FM

THE MEDIA AUDIT

Most Often Index

WWMV Outperforms the Market in Top-Level Business Decision Makers





V98.7 is a Market Leader in delivering the *most* LaSalle Bank Customers.

Report: ADJUSTED ARBITRON RATINGS RANKER REPORT THE MEDIA AUDIT
 Market: DETROIT, MI for NOV '05-FEB 2006
 Bases: GENERAL BASE = ADULTS AGE 18+
 Target: CUSTOMER--LASALLE BANK
 Daypart: Monday - Sunday 6am to Midnight Arbitron: FALL 2005
 Total Audience: 3,481,900 % In Target Audience: 13.1%

Rank	Media	AQH Adjusted Persons	AQH Adjusted Rating
1	WJR	5,046	1.1
2	WV98.7-FM	4,313	0.9
3	WRIF-FM	4,307	0.9
4	WNIC-FM	4,111	0.9
5	WMXD-FM	3,908	0.9
6	WOMC-FM	3,877	0.8
7	WJLB-FM	3,865	0.8
8	WMGC-FM	3,522	0.8
9	WWJ	3,477	0.8
10	WDTW-FM	3,283	0.7
11	WDMK-FM	3,109	0.7
12	WCSX-FM	2,938	0.6
13	WDRQ-FM	2,655	0.6
14	WKQI-FM	2,131	0.5
15	WHTD-FM	2,105	0.5
16	WXYZ	2,091	0.5
17	WDVD-FM	1,991	0.4
18	WYCD-FM	1,874	0.4
19	CIDR-FM	1,512	0.3
20	CIMX-FM	1,457	0.3
21	WDTW	1,274	0.3
22	WDFN	1,259	0.3
23	WMUZ-FM	1,258	0.3
24	WKRK-FM	1,187	0.3
25	CKWW	1,049	0.2
26	WCHB	1,017	0.2
27	WGPR-FM	915	0.2
28	CKLW	494	0.1
29	WSAQ-FM	92	*



V98.7 is More Highly Targeted in Reaching Business Owners.

Report: RANKER REPORT
Market: DETROIT, MI for NOV '05-FEB 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Target: BUSINESS OWNER/PARTNER/CORPORATE OFFICER

THE MEDIA AUDIT

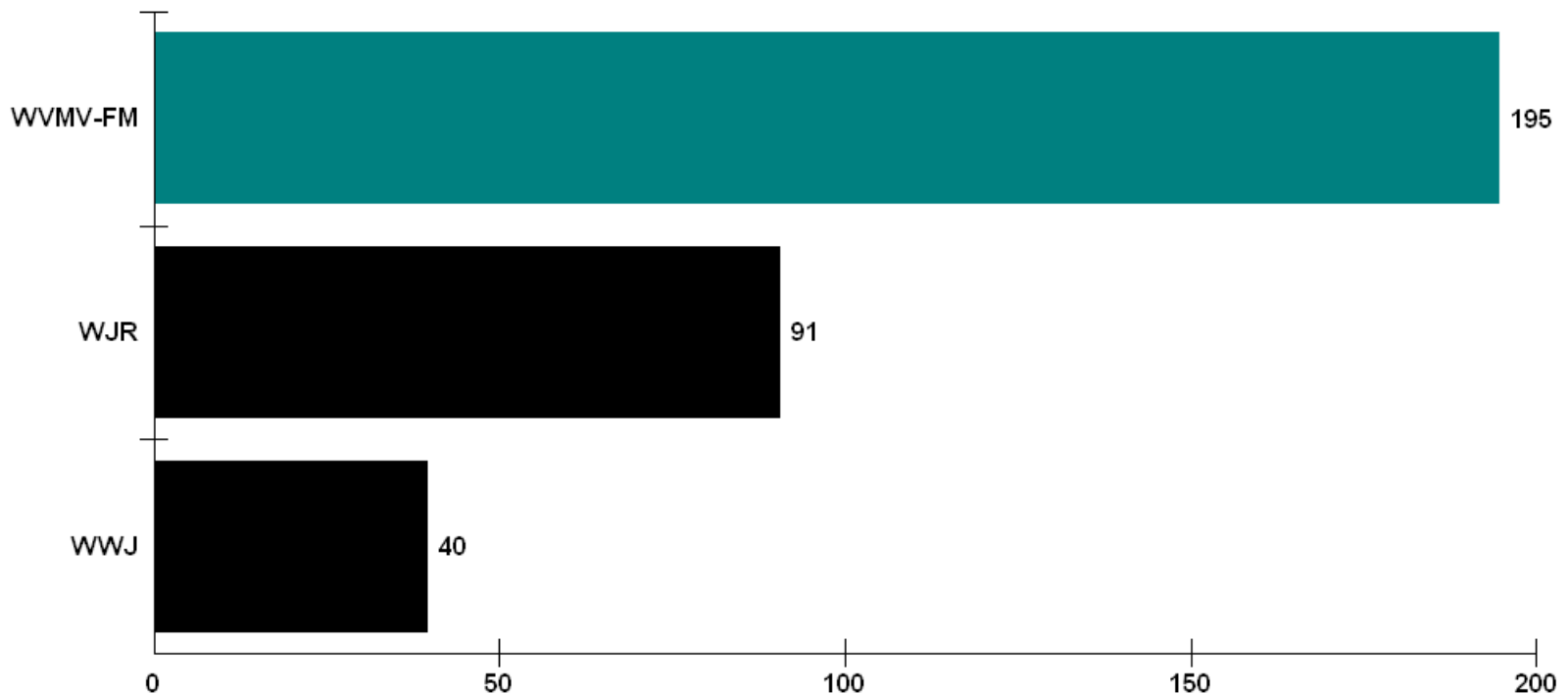
Most Often Index

Base Population: 3,461,600

% In Target: 6.4%

Target Persons: 222,500

Business Owner / Partner / Corporate Officer





V98.7 is More Highly Targeted in Business Banking Decision-Makers.

Report: RANKER REPORT
Market: DETROIT, MI for NOV '05-FEB 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Target: INFLUENCE BUSINESS BANKING DECISIONS

THE MEDIA AUDIT

Most Often Index

Base Population: 3,461,600

% In Target: 8.1%

Target Persons: 280,500

INFLUENCE BUSINESS BANKING DECISIONS

