

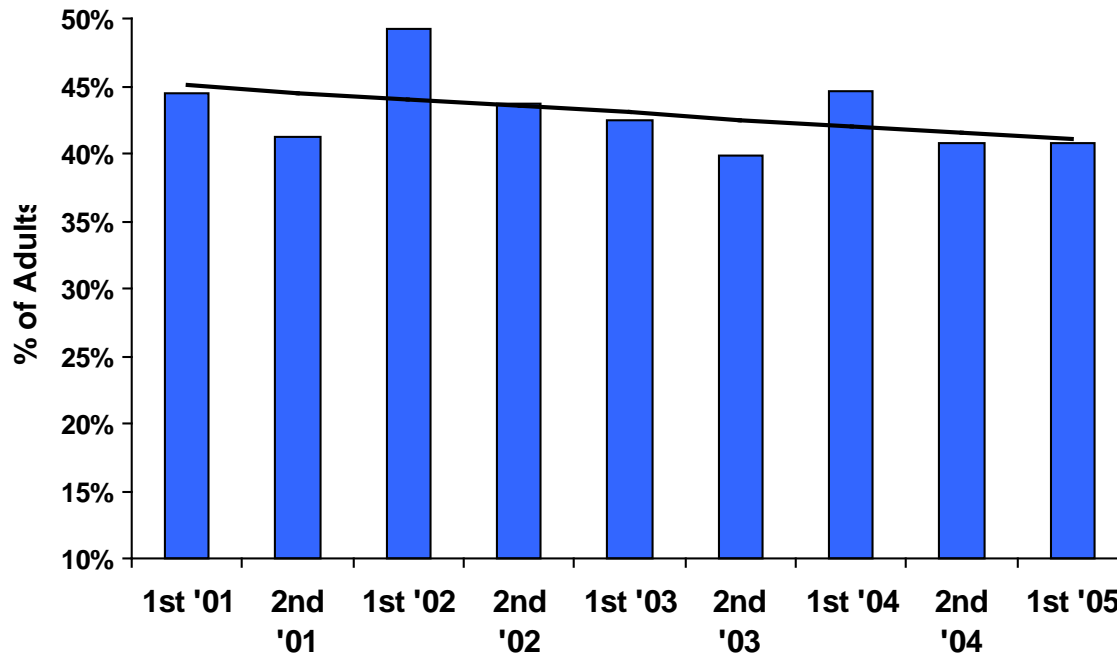
Winning Newspaper Dollars In the Houston Market



Newspaper Readership in Houston is on the decline.

The percent of adults exposed to newspaper on an average weekday is steadily trending down.

Therefore, advertisers need media that deliver their message to those whose busy lifestyles do not lend themselves to newspaper readership.



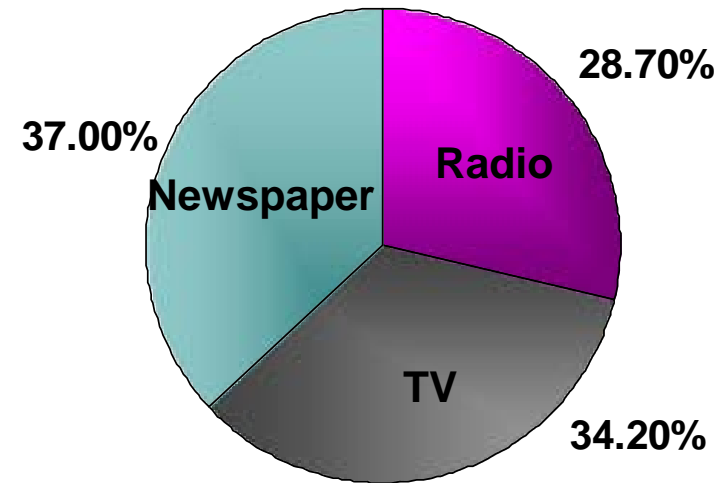
Market Revenue Shares

In a comparison of major media, Houston Market newspapers carve out the lions share at nearly 37%.

This means INFINITY HOUSTON's Greatest Revenue Opportunity is in

**WINNING
NEWSPAPER
DOLLARS.**

Houston Advertising Revenue

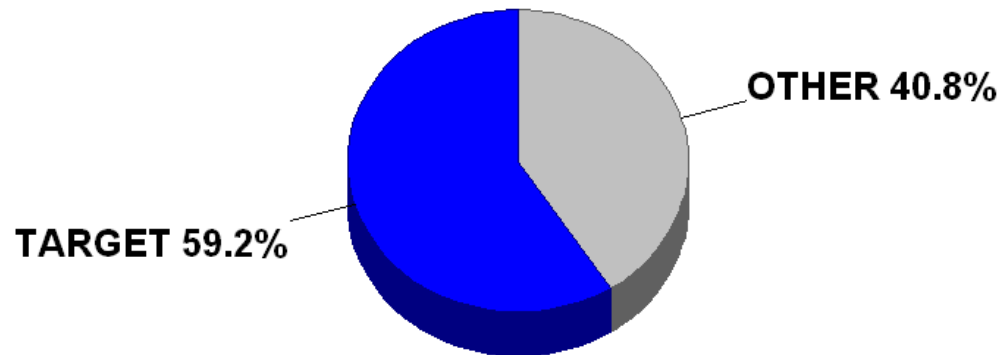


The Media Audit Research shows...

Nearly 60% of Houston Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 2,251,300 ADULTS!

Not Exposed to Daily Newspaper



INTRODUCTION

THE MEDIA AUDIT

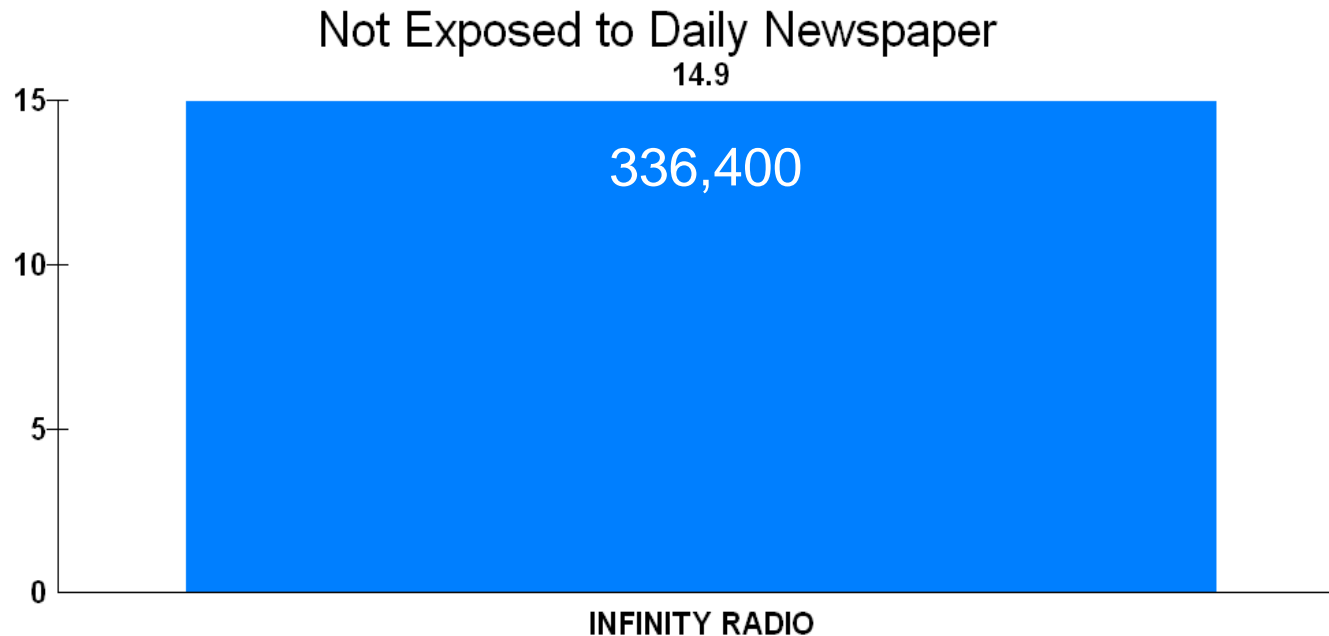
is uniquely suited to help INFINITY go after those newspaper dollars, as **THE MEDIA AUDIT** is the only multi-media qualitative service to cover the readership (or lack of readership) of **15 sections of the newspaper.**

The following brief presentation shows a powerful application of this data.

The Media Audit Research shows...

INFINITY RADIO reaches NEARLY 15% of Houston Market adults each week who are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

INFINITY reaches 336,400 Adults who are not reached by newspaper!



INFINITY HOUSTON

**The Best Way
to Reach the
Houston Market
Auto Purchasers**

INFINITY



INFINITY HOUSTON

VS.

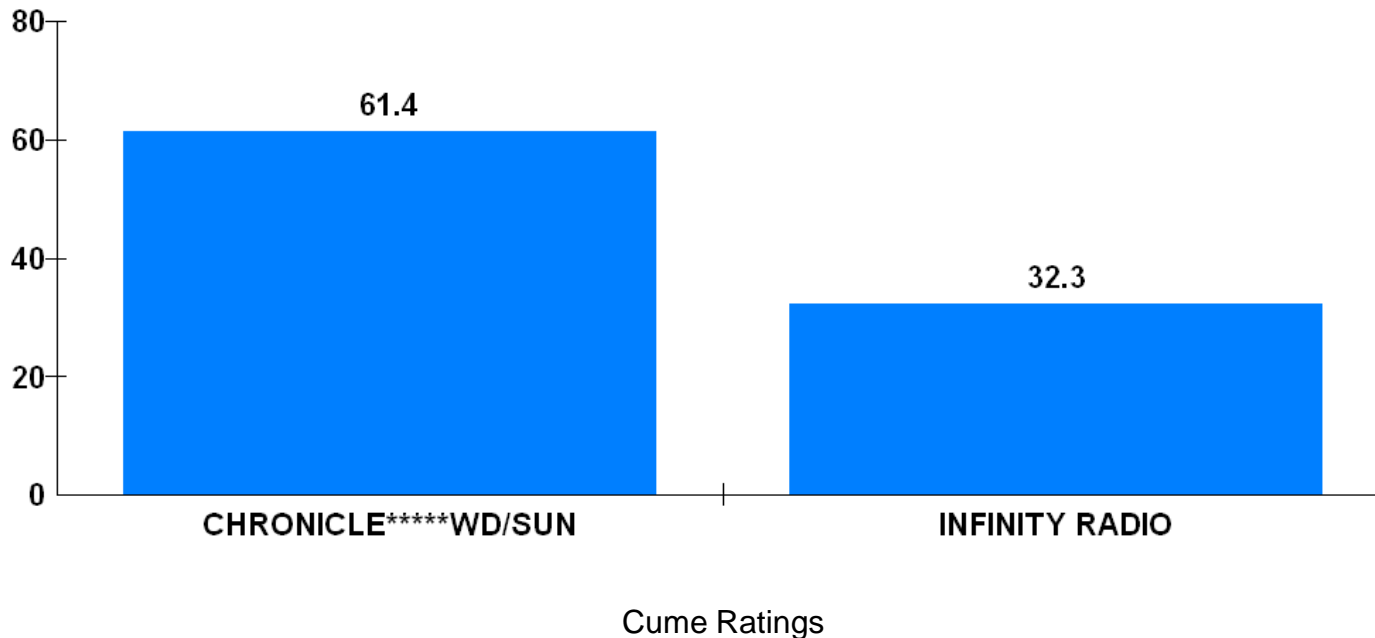
The Houston Chronicle

The Media Audit Research shows...

The Morning News reaches 61% of those Houston Market adults planning to purchase a new vehicle this year.

INFINITY reaches 32.3% of planned new vehicle purchasers.

Plan to Purchase New Vehicle Next 12 Months

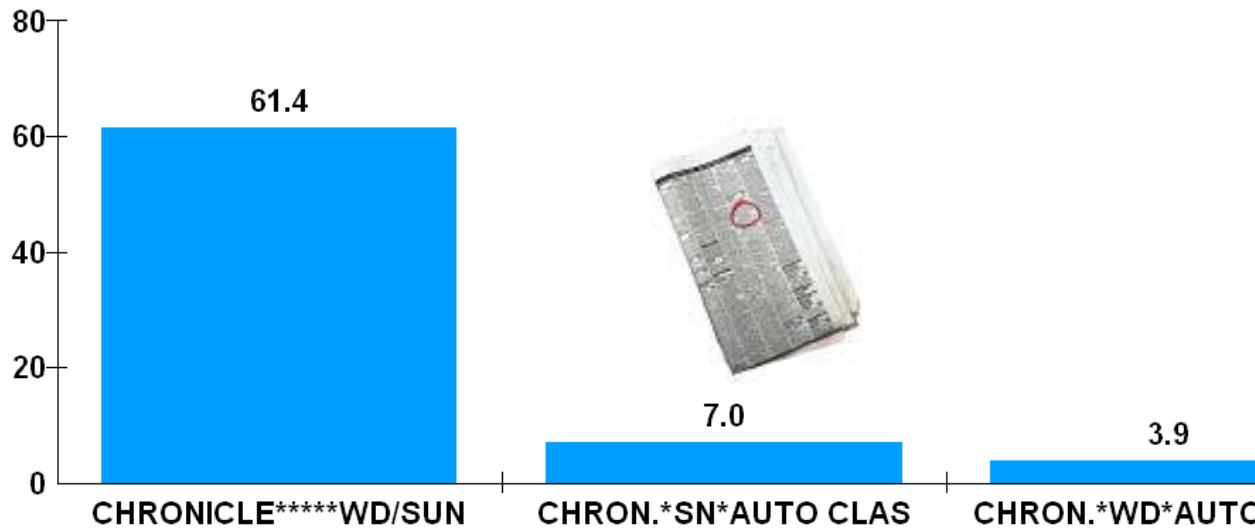


The Media Audit Research shows...

People read specific sections of the newspaper that are of interest to them. Few read the newspaper cover to cover.

While the Chronicle does reach 61% of those Houston adults planning to purchase a new vehicle, the Sunday auto section only reaches only 7% of planned purchasers and the weekday auto section reaches not quite 4%.

Plan to Purchase New Vehicle Next 12 Months



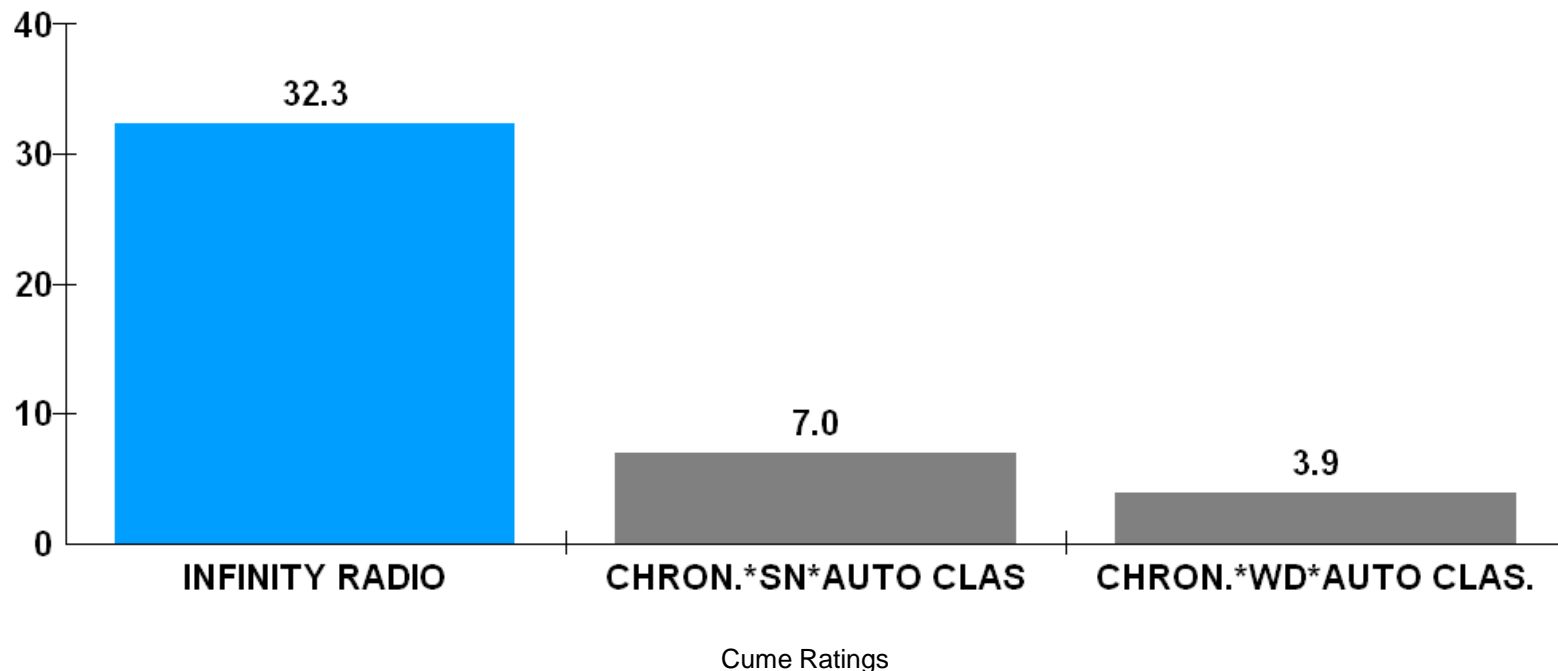
Cume Ratings



The Media Audit Research shows...

Comparing potential to potential, INFINITY's One-Third of planned new vehicle purchasers is nearly 5x the potential reach of the Morning News' auto sections!

Plan to Purchase New Vehicle Next 12 Months









The Media Audit Research shows...

Together, the Chronicle auto sections reach less than 8% of Houston planned new vehicle purchasers.

THE MEDIA AUDIT				
AD CAMPAIGN PLANNER				
GENERAL BASE = ADULTS AGE 18+				
Report Market:	HOUSTON, TX			
Report Period:	JUN-AUG 2005			
TARGET:	PLAN BUY--NEW CAR/VAN/TRUCK/SUV			
BASE POPULATION: 3,805,618	% IN TARGET: 8.1%			
MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH	0
CHRON.*SN*AUTO CLAS	21,441	7.0	7.0	■
CHRON.*WD*AUTO CLAS.	12,128	3.9	7.6	■
Print	23,505	7.6	7.6	■
Total	23,505	7.6	7.6	■

The Media Audit Research shows...

Adding INFINITY'S reach of planned new vehicle purchasers to the Chronicle's auto sections will increase the reach potential of planned new vehicle purchasers by nearly 5 times to almost 40%!

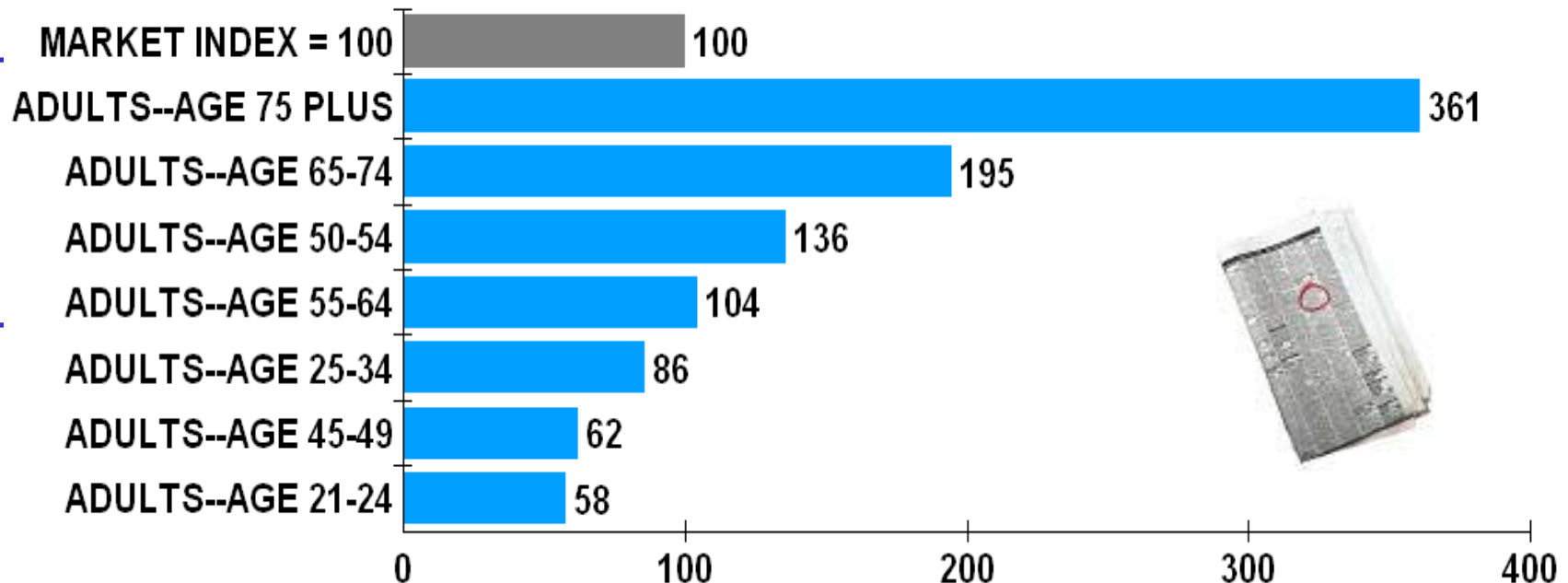
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INFINITY RADIO	99,430	32.3	32.3	
Print	23,505	7.6	7.6	
Radio	99,430	32.3	32.3	
Total	121,518	39.5	39.5	

Why
does
INFINITY HOUSTON
add so dramatically to the
reach of newspaper?

The Media Audit Research shows...

Houston Market adults who are heavily exposed to newspaper are the 55+ Crowd, who have fewer consumer needs and wants, and are very likely already brand loyal.

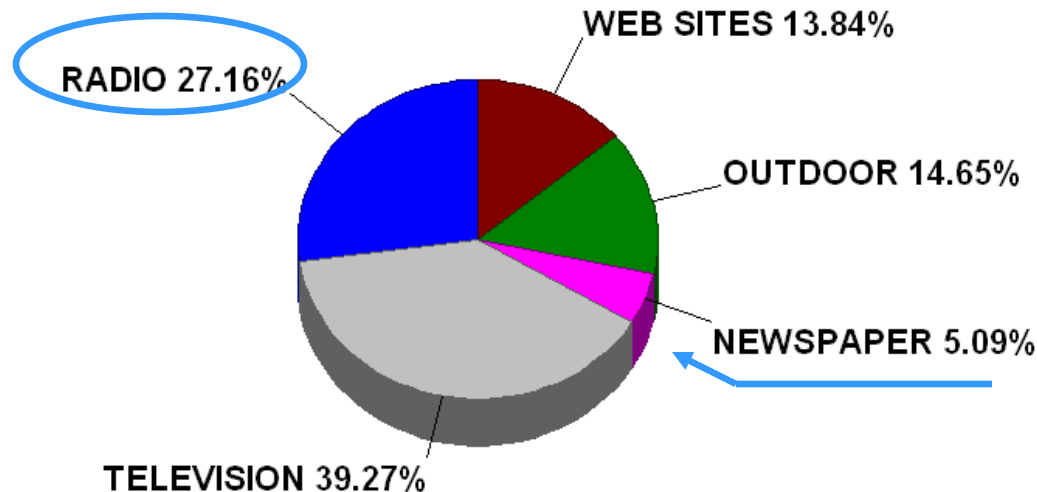
Heavy Newspaper Readers



The Media Audit Research shows...

New Vehicle Buyers spend over **27% of their Media Day with Radio**...compared to less than 6% of their Media Day with Newspaper. Radio is a medium that advertisers can depend on to reach today's consumers with busy lifestyles.

Plan to Buy New Vehicle Next 12 Months



Auto Sections Exclusive to The Media Audit

THE MEDIA AUDIT offers INFINITY a unique opportunity to be more effective in going after the substantial automotive dollars in Houston, as **THE MEDIA AUDIT** is the ONLY local market qualitative service to have auto section readership.

Newspaper section information cuts readership to realistic levels and offers INFINITY a level playing field to pursue the lucrative auto ad market.

With some minor modifications INFINITY HOUSTON can use this presentation with its auto dealers.