



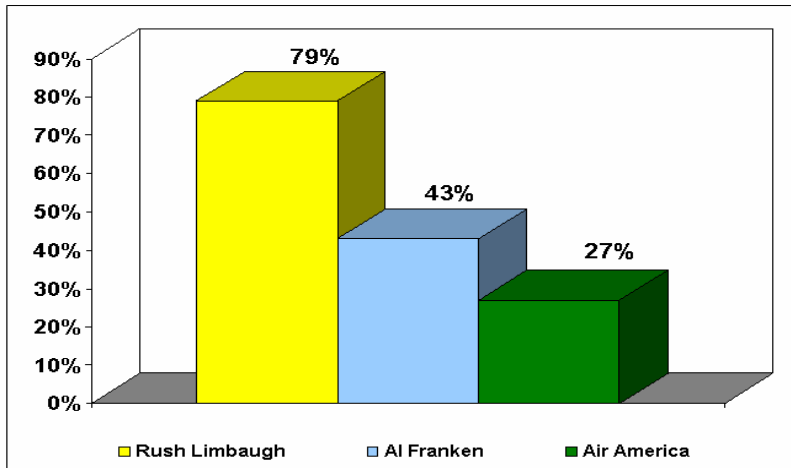
TALK RADIO LISTENERS: TALKING OUT OF BOTH SIDES OF THEIR MOUTHS

Paragon Media Strategies recently surveyed 308 talk radio listeners ages 18 to 64 (55% male / 45% female) to find out who and what makes listeners tune in regularly to radio talk shows. Special emphasis was placed on Rush Limbaugh's radio show and Air America's programming to focus on the recent ideological division taking shape in Talk Radio. For this reason, all respondents had to live in markets where both Rush and Air America have been on-air for at least 6 months.

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Familiarity

- Rush Limbaugh is most familiar to Talk Radio listeners, followed by Al Franken.



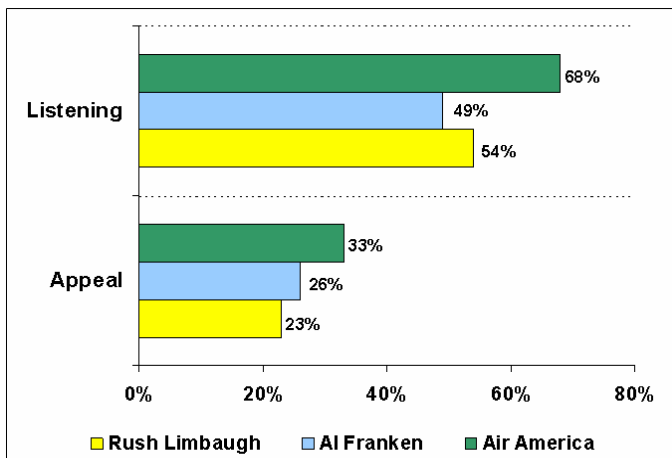
Charts provided represent top-line data only. For more in-depth results of these tables and other questions, including breakdown by age, gender and ideology, please visit our website:
www.paragonmediastrategies.com

Radio Talk Show Listeners

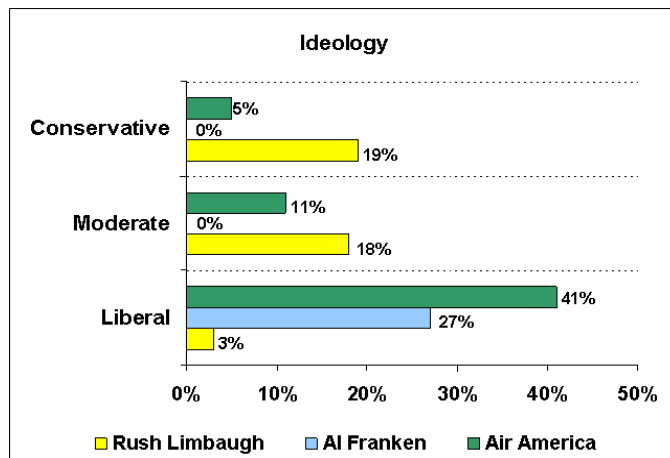
- Rush Limbaugh has an older, conservative audience, while Air America's audience is younger and liberal.

TALK RADIO LISTENERS	LISTENER PROFILES	MARKET SHARE
Talk Radio Listeners who are non-listeners to Rush Limbaugh or Air America	*Female *Occasional talk show listener *Moderate	46%
Rush Limbaugh Listeners (total)	*Ages 55-64 *Male *Regular talk show listener *Conservative	42%
Exclusive Rush Limbaugh Listeners (do not listen to Air America)	*Ages 55-64 *Conservative, followed significantly by Moderate	28%
Air America and/or Al Franken Listeners combined	*Regular talk show listener *Liberal	25%

Comparing Rush Limbaugh vs. Air America & Al Franken (Base: Among those who are familiar):



Listening = Regular + Occasional Listeners
Appeal = Rated 8, 9 or 10



Based on Regular Listening