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JACK FM RATINGS PROFILE: FIRST BOOK AVERAGES, 4 MARKET ANALYSIS

The following graphs are the "first book" performance of Jack FM as reported by Arbitron based on the average of the 4 markets:

- ◆ Denver – KJAC
- ◆ Dallas – KJJK
- ◆ Jackson – WWJK
- ◆ Kansas City – KCJK

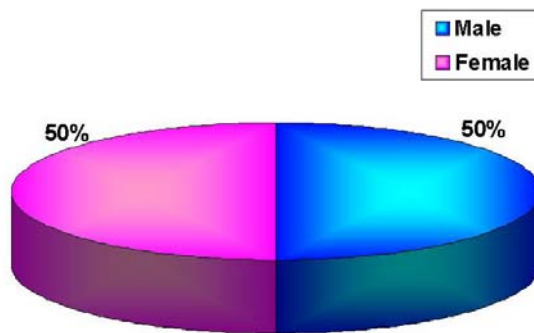
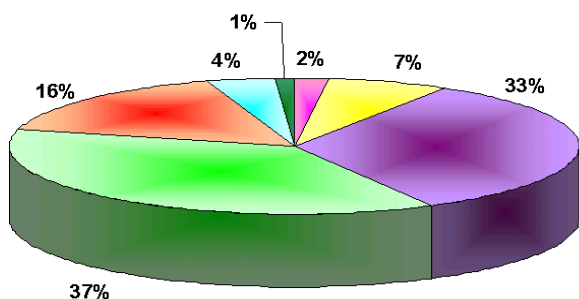
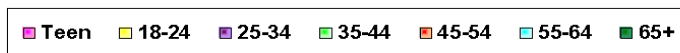
All data is taken from the Arbitron Fall 2004 book, except for Denver, which is taken from the Arbitron Summer 2004 book. These are the first books of each Jack FM station.

Audience Composition

- ❖ 70% of Jack's audience is 25-44, split evenly 25-34 (33%) and 35-44 (37%)
- ❖ Jack has the largest 25-44 audience composition of all formats
- ❖ 50% of Jack's listeners are male, 50% are female

Charts provided represent top-line data only. For more in-depth results of these tables and other questions, including breakdown by age, cume and AQH share and rank, please visit our website. The full presentation will be available Wednesday, May 4, 2005:

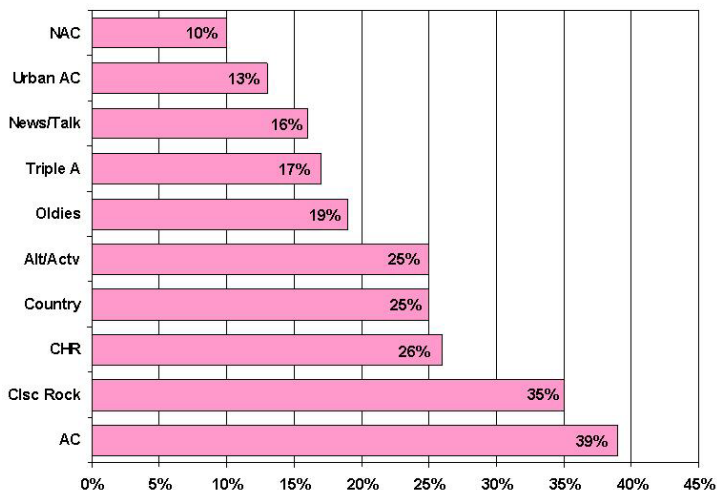
www.paragonmediastrategies.com



Cume Duplication (25-54)

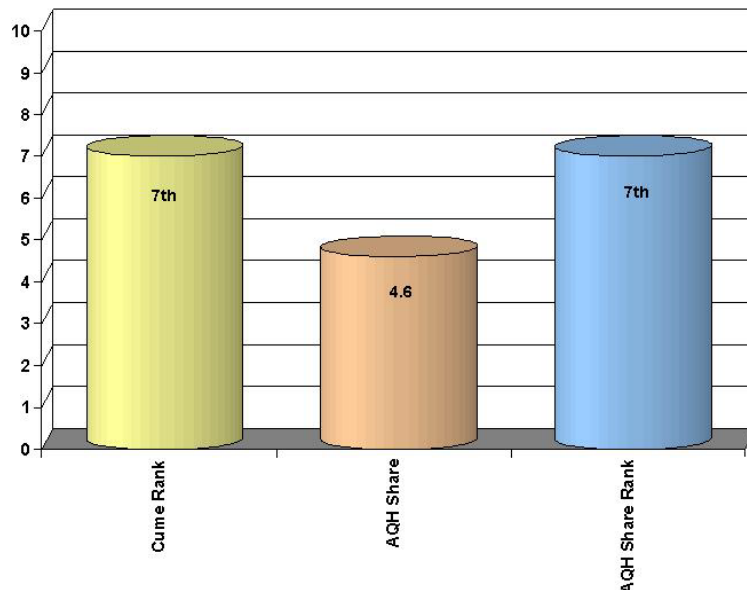
- ❖ AC – 39%
- ❖ Classic Rock – 35%
- ❖ CHR – 26%
- ❖ Country – 25%
- ❖ Alternative/Active – 25%

JackFM



Cume Rank, AQH Share and AQH Share Rank (25-54)

- ❖ Jack is ranked 7th in 25-54 Cume
- ❖ Jack has a 4.6 AQH share
- ❖ Jack's AQH share rank is 7th



Winter 2005 ratings analysis of Jack FM stations will be released shortly