



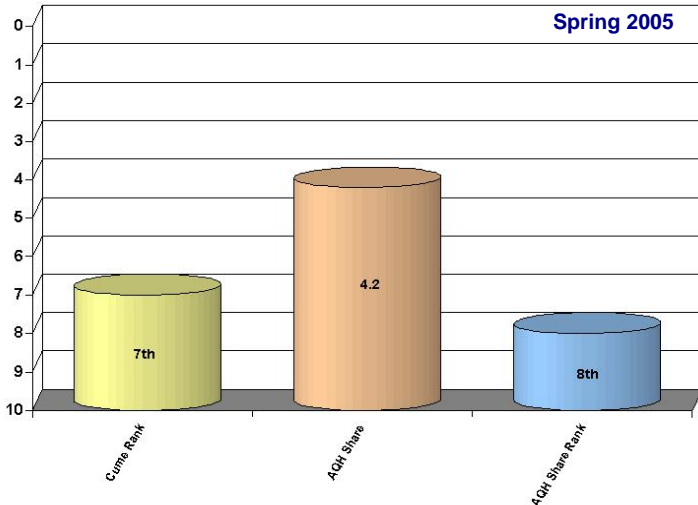
October 12, 2005

JACK FM™ RATINGS PROFILE

Paragon is tracking the ratings performance of the Jack FM stations in the United States. The Spring 2005 report includes separate analyses of all the Jack stations on-air during Spring 2005 period ("Spring 2005"), the Jack stations that debuted in the Spring 2005 period ("Debut Markets"), and "Tracking" for those Jack stations that launched in prior ratings periods.

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

- ❖ Jack is ranked 7th in 25-54 Cume
- ❖ Jack has a 4.2 AQH share
- ❖ Jack's AQH share rank is 8th



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, and all tracking to Books 1 and 2, please visit our website.

www.paragonmediastrategies.com

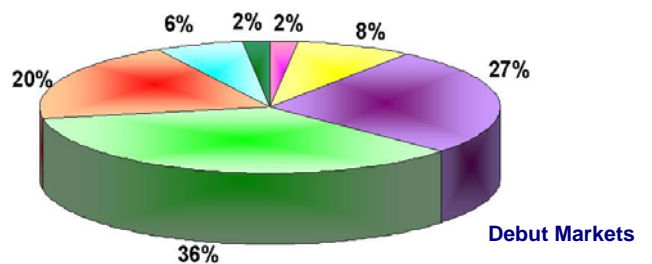
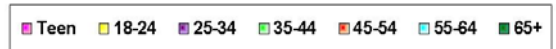
JACK FM™

Audience Composition

- ❖ 63% of Jack's audience is 25-44
 - ✓ Split fairly evenly 25-34 (27%) and 35-44 (36%)
- ❖ Jack has the largest 25-44 audience composition of all formats
- ❖ 54% of Jack's listeners are male. 46% are female

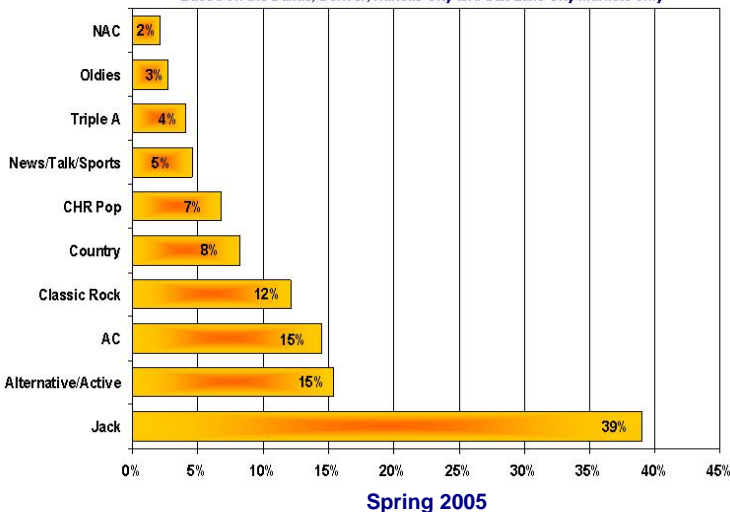
Cume Rank, AQH Share and AQH Share Rank (25-54) Tracking

	1 st Book	2 nd Book	3 rd Book	Spring 2005 Book	Debut Markets
Cume Rank	7 th	6 th	6 th	7 th	6 th
AQH Share	4.3	4.5	4.0	4.2	4.4
AQH Share Rank	8 th	7 th	9 th	8 th	7 th



Favorite Station Six Months Ago (12+)

Based on the Dallas, Denver, Kansas City and Salt Lake City markets only



Cume Duplication (25-54)

Based on the Dallas, Denver, Indianapolis, Kansas City, Jackson and Salt Lake City markets only

