

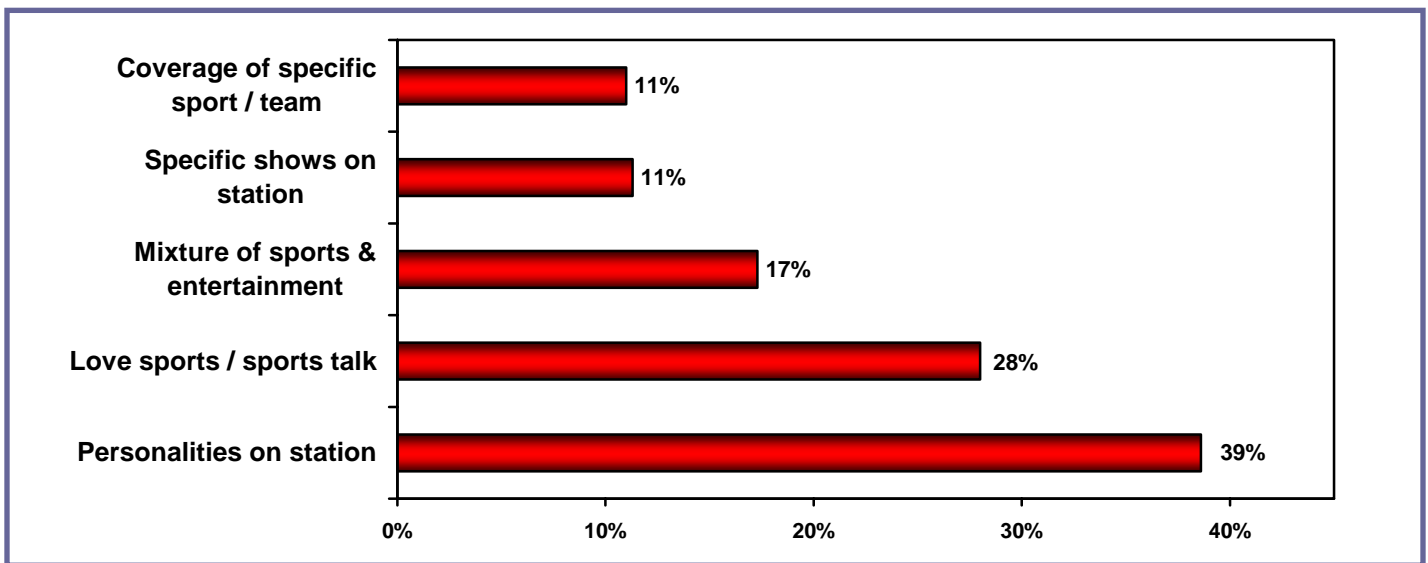


March 2006

SPORTS TALK MVP: PERSONALITY

Paragon Media Strategies, in conjunction with Rick Scott & Associates, conducted an online survey of 844 male Sports Talk fans, ages 25 – 54, living in the United States and Canada. This study explores why the Sport Talk station is their favorite and examines the importance of various sports entertainment elements.

WHY SPORTS TALK STATION IS THEIR FAVORITE



IMPORTANCE OF SPORTS ENTERTAINMENT ELEMENTS

