

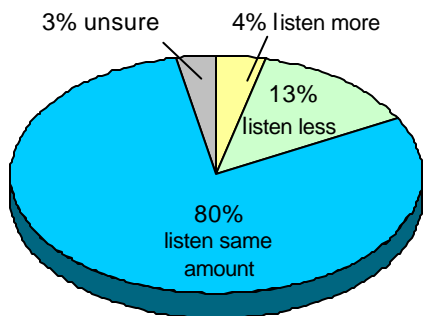


RUSH: THE TEFLON TALK SHOW HOST

Paragon Media Strategies recently surveyed 405 respondents ages 15 to 64 (53% male / 47% female) who listen to the Rush Limbaugh radio show regularly (27%) or occasionally (73%) to gauge their opinions about Rush's admission of a prescription drug addiction. Also examined is how the upcoming Presidential election will affect time spent listening and how influenced listeners are by Rush Limbaugh's radio show. Listeners' views about the Rush Limbaugh radio show are also tracked from studies done in 1996, 1999 and 2001. Full results of tracking can be viewed on the Paragon Media Strategies website.

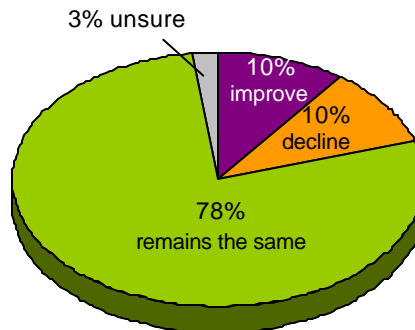
Change In Time Spent Listening

Question: Since Rush has returned to his talk show after his rehabilitation program, would you say you are listening more, listening less or listening about the same amount of time to the Rush Limbaugh Show?



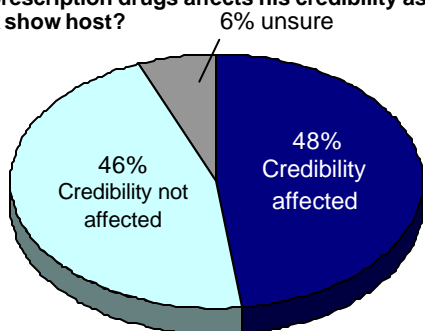
Change In Opinion of Rush Limbaugh

Question: Did Rush Limbaugh's admission of his addiction to prescription drugs improve your opinion, decline your opinion or did not affect your opinion of Rush Limbaugh?



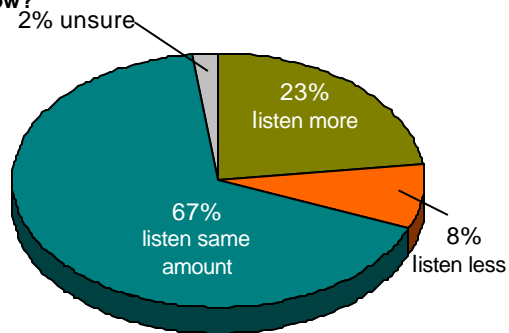
Admission's Affect on Credibility

Question: Before Rush's admission to his addiction to prescription drugs he said *all drug users should go to prison*. Would you say his statement and later admission to being addicted to prescription drugs affects his credibility as a talk show host?



Presidential Election & Time Spent Listening

Question: Considering this year is a Presidential election year, do you think you will be listening more, less or about the same to the Rush Limbaugh show?



Included in the full report online:

- ◆ Tracking of listener's views about the Rush Limbaugh show from 1996, 1999, 2001 and 2004
- ◆ All questions broken out by age and gender

Results provided represent top-line data only.

For more in depth results of these tables and other questions included in this poll please visit our website:

www.paragonmediastrategies.com

Influence on Election Decisions

Question: Would you say your Presidential election decisions are very much influenced, somewhat influenced, not very influenced or not at all influenced by the views Rush Limbaugh discusses during his radio program?

