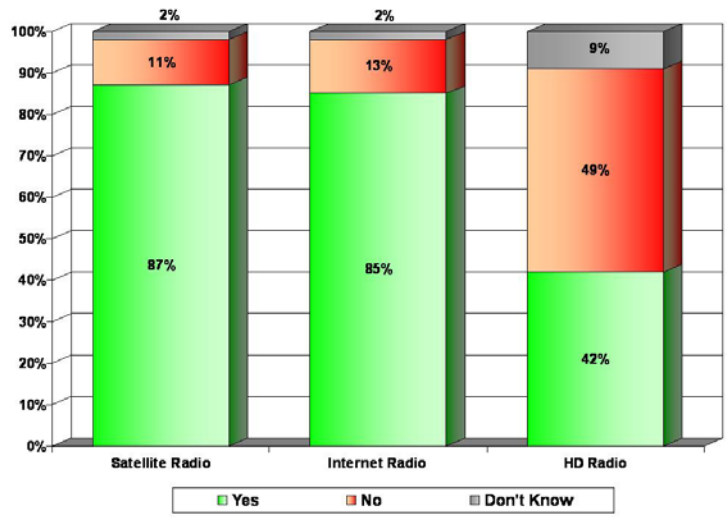


September 24, 2007

In March 2007, 707 U.S. listeners ages 14 to 64 completed an online survey about HD Radio.

Even after four years, awareness of HD Radio lags far behind Internet Radio and Satellite Channels.

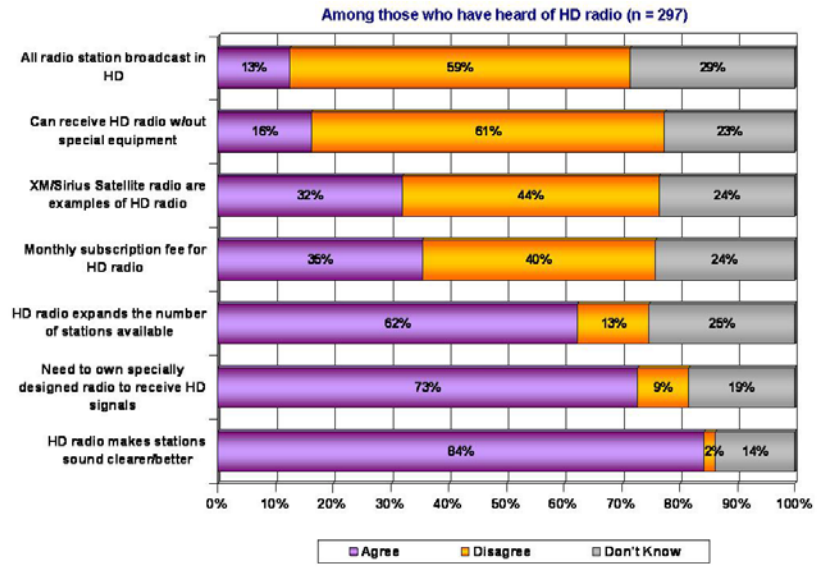


Listeners equate HD Radio with better technical quality for the Main and HD-2 channels.

Among those who have heard of HD radio

	%
SAMPLE	297
High definition radio/Hi def	41
Better/Clearer sound/CD quality	34
Requires a special device/Tuner/Receiver	9
High quality	8
Channels are hidden between conventional radio channels	8
Digital broadcast/Digital radio/Digital transmission	7
Offers more channels than conventional AM/FM radio	5
None/Nothing/Don't Know	9

Most understand HD Radio's attributes although there remains some confusion with Satellite (these descriptions were read to our respondents)



The price for an HD Radio receiver has to drop to the \$40-\$50 range before most listeners will consider buying one.

