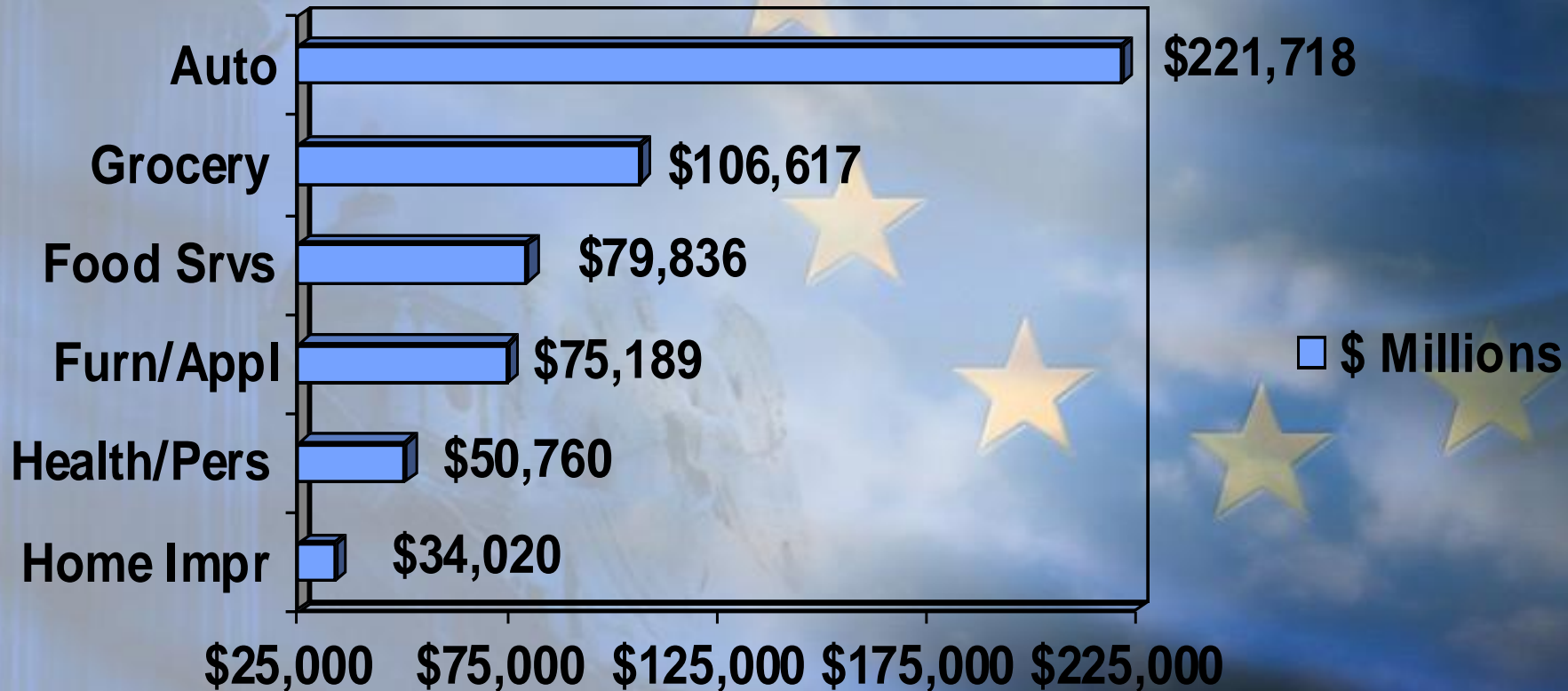


# KKAR Listeners Spend Nearly \$1 Billion on Products/Services 2007 Retail Spending Power



Source: Retail Spending Power -Maximiser Data

SU07 P12+ Mon-Su 6a-12m

# KKAR Listeners Account for 8.2% Omaha's Retail Purchases That's \$989 Million Dollars Annually! *Here's Where They Spend Their Money*

New and Used Cars, RV, Motorcycles, Boats, Auto Parts, Tires	Food, Beverage Groceries, C- Stores	Restaurants, Fast Food Service	Furniture Stores, Floor Covering, Electronics, Appliances
Pharmacies, Cosmetics, Optical, Health Food Supplement	Building Materials, Home Centers, Hardware, Nursery and Garden Centers	Family Clothing, Shoes, Jewelry	<i>Omaha                  Consumers                  Spend \$12B                  KKAR-AM                  Listeners make                  up nearly 9% of                  total spending</i>

Source: Arbitron Retail Spending Power 2007