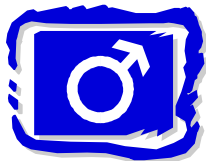




Target Listener Comparison THE ZONE vs. KEZO

1620AM THE ZONE Listener Profile



73 % Male Dominant Station

ZONE Median Age 43

Omaha Market Median Age is 44

69% Work Full-Time

32% Consider ZONE a Preferred Station

74% Live in Douglas County - Omaha's Most Populated County Area!

45% Earned College Degree or More!

46% Earn \$75,000 + Annually

24% Employed as Mngr/Bus/Finance



KEZO-FM Listener Profile



67% Male



33% Female

KEZO Listener Median Age is 38

67% Work Full-Time

34% Prefer KEZO

53% Live in Douglas County

25% Earned College Degree +

43% Earn \$75,000 + Annually

37% Blue Collar Employment