



ZONE AUDIENCE TREND

MEN 25-54

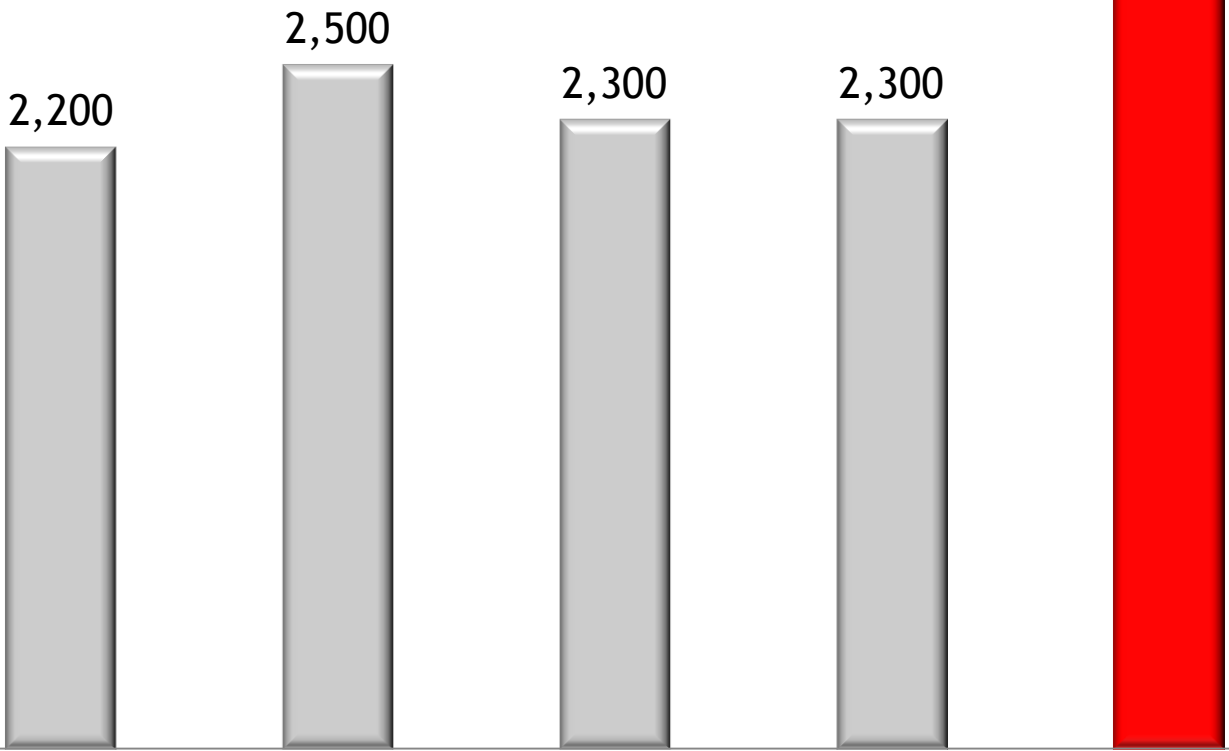
M-F 6A-7P

ARBITRON FALL 2010

**Increase of 32% More M25-54
Listeners Since Fall 2009!**



2,900



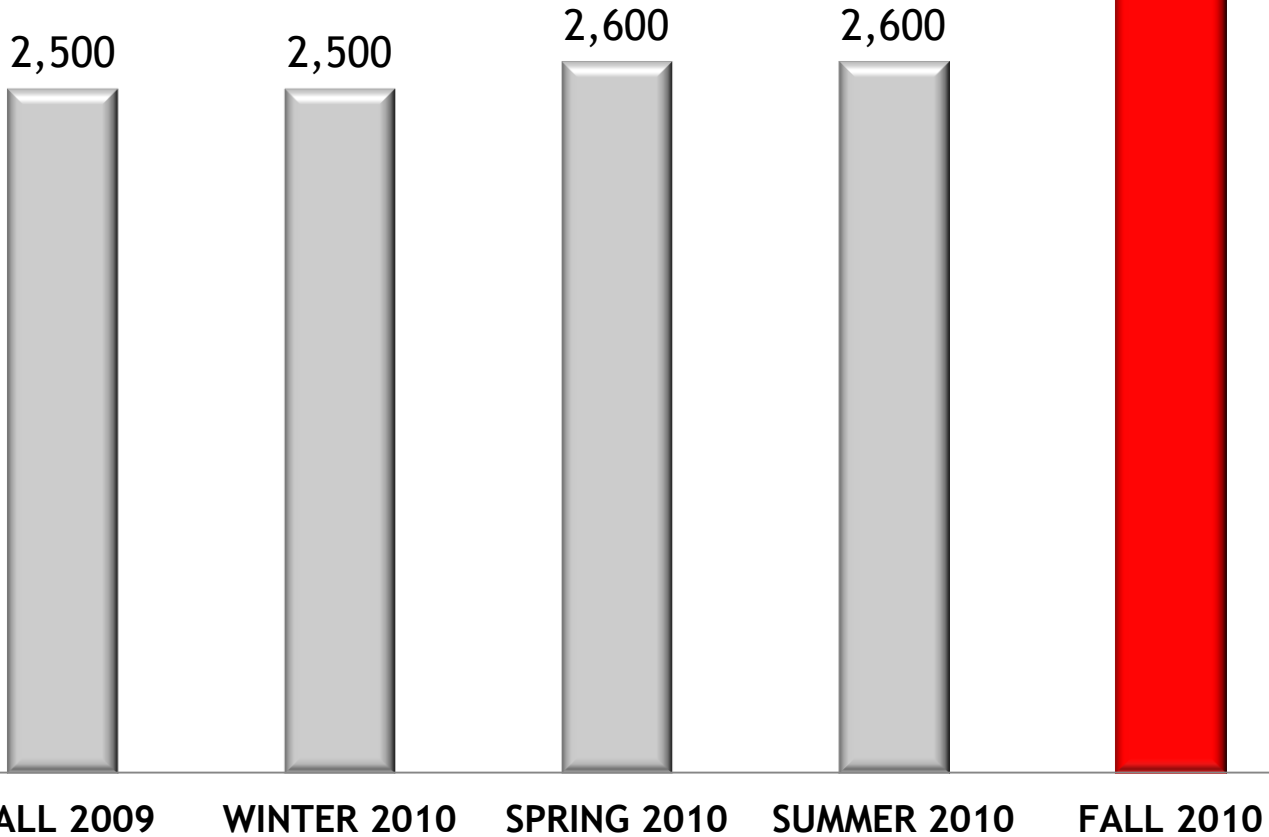
FALL 2009 WINTER 2010 SPRING 2010 SUMMER 2010 FALL 2010

***Listenership Climbs To Highest
Level in One Year with M25-54!***



ZONE AUDIENCE TREND
ADULTS 25-54
M-F 6A-7P
ARBITRON FALL 2010

***Increase of 24% More A25-54
Listeners Since Fall 2009!***



***Listenership Climbs To Highest
Level in One Year with A25-54***



ZONE AUDIENCE TREND

MEN 18-49

M-F 6A-7P

ARBITRON FALL 2010

***Increase of 56% More M18-49
Listeners Since Fall 2009!***



2,800

1,800

2,200

2,100

2,600

FALL 2009

WINTER 2010

SPRING 2010

SUMMER 2010

FALL 2010

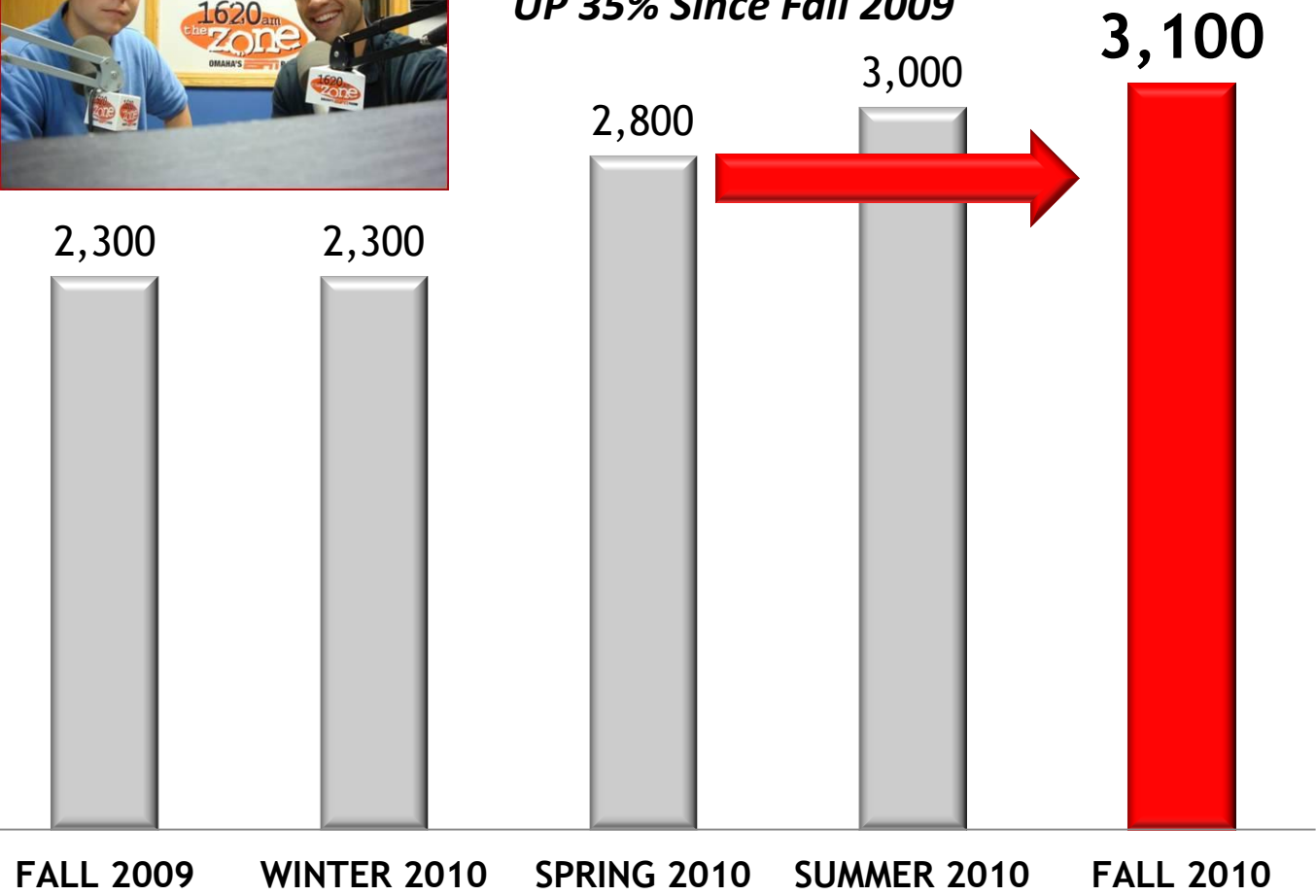
***Listenership Climbs To Highest
Level in One Year with M18-49***



SCHICK AND NICK TRENDS
ADULTS 25-54
M-F 9A-12P
ARBITRON FALL 2010



Schick and Nick See Steady Growth
UP 35% Since Fall 2009



Listenership Climbs To Highest Level Since Launch of Schick and Nick!

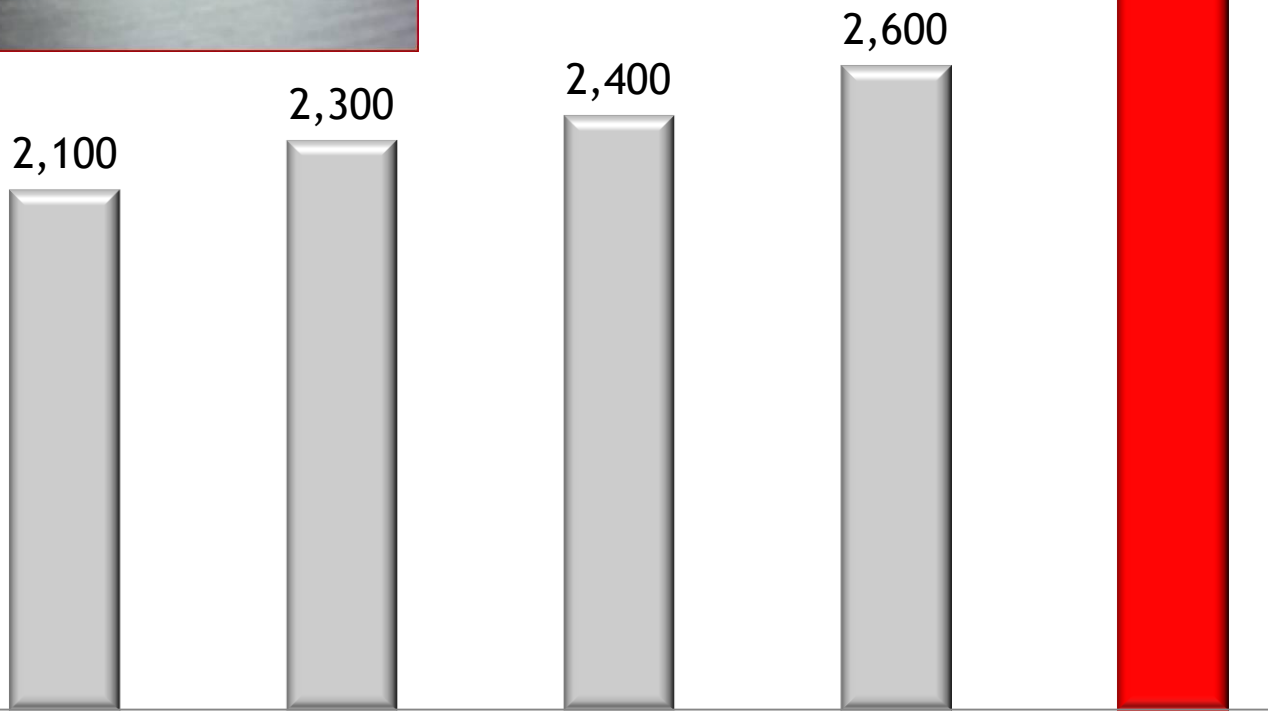
Omaha Arbitron; FA10, SU10, SP10, WI10, FA09; Metro; A25-54; M-F 9A-12P; AQH Persons Trend



SCHICK AND NICK TRENDS
MEN 25-54
M-F 9A-12P
ARBITRON FALL 2010



*The ZONE Morning Audience
Grows 48% since FA09*



FALL 2009 WINTER 2010 SPRING 2010 SUMMER 2010 FALL 2010

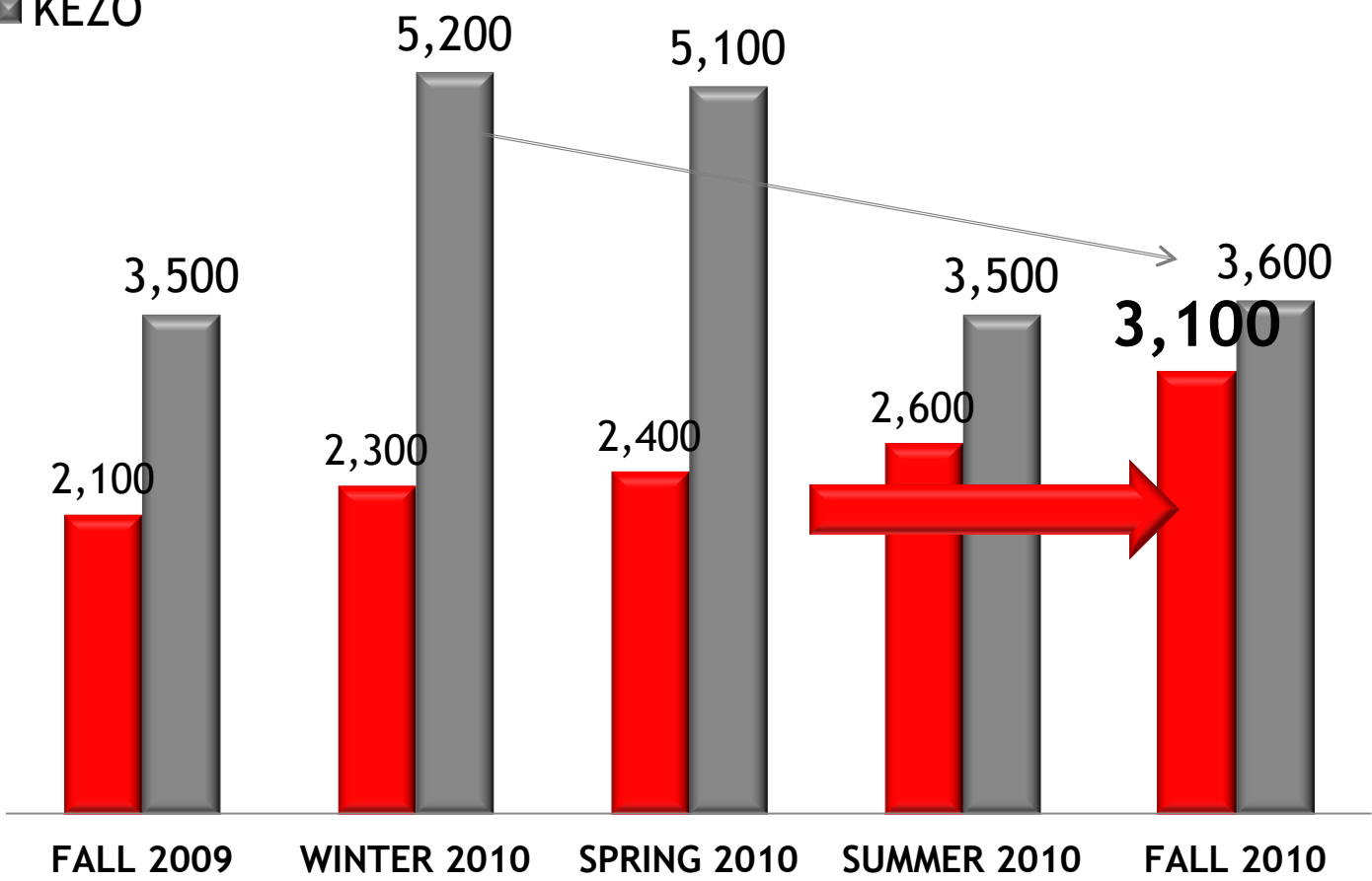
***Listenership Climbs To Highest
Level with Schick and Nick
Weekday Mornings on The ZONE***

Omaha Arbitron; FA10, SU10, SP10, WI10, FA09; Metro; M25-54; M-F 9A-12P; AQH Persons Trend



SCHICK AND NICK TRENDS
 MEN 25-54
 M-F 9A-12P
 ARBITRON FALL 2010

LISTNER FACTS:
KEZO Declines 31% Since WI10
The ZONE Grows 48% since FA09



Listenership Climbs To Highest Level with Schick and Nick – KEZO Audience Erodes

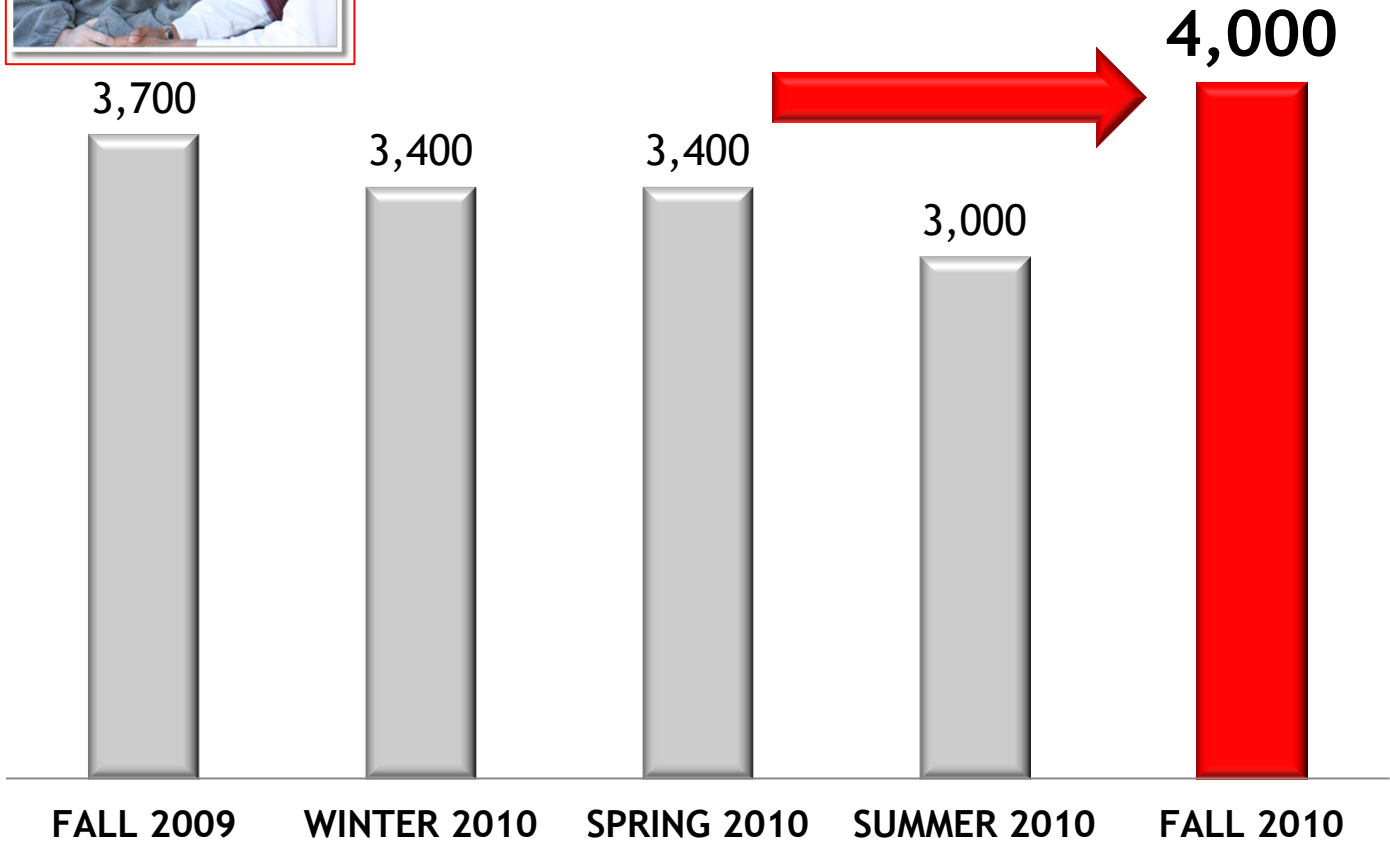
Omaha Arbitron; FA10, SU10, SP10, WI10, FA09; Metro; M25-54; M-F 9A-12P; KOZN-AM vs. KEZO-FM; AQH Persons Trend



UNSPORTSMANLIKE
CONDUCT TRENDS
ADULTS 25-54
M-F 2P-6P
ARBITRON FALL 2010



*ZONE Listenership with Omaha
Adults 25-54 is On the Rise!*

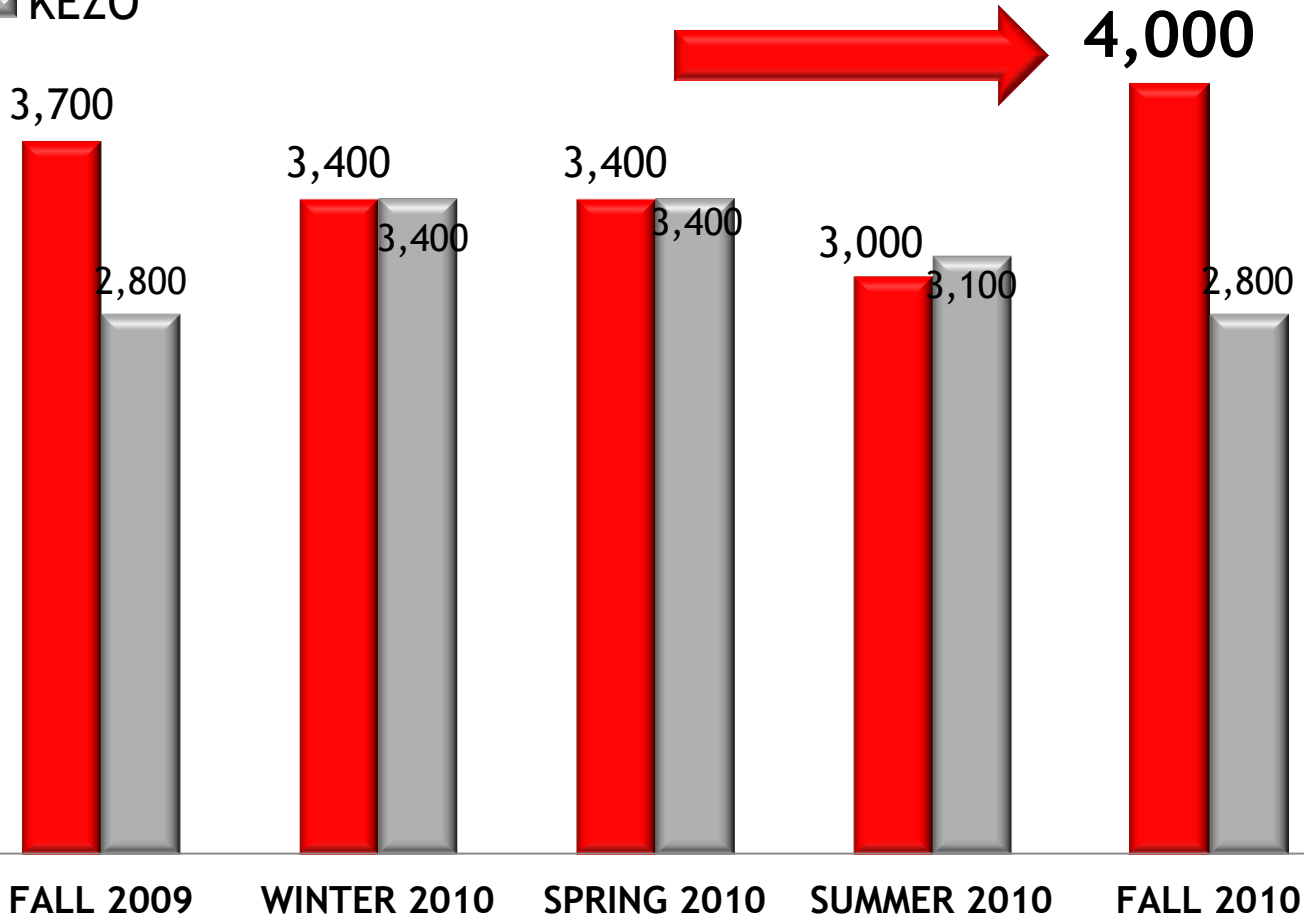


***Listenership Climbs To Highest
Level In More than a Year!***



**UNSPORTSMANLIKE
CONDUCT TRENDS**
ADULTS 25-54
M-F 2P-6P
ARBITRON FALL 2010

***ZONE Pm Drive Program Outperforms
KEZO by More than 43%!***



***Unsportsmanlike Conduct
Consistently Outperforms KEZO
with Omaha Adults 25-54!***

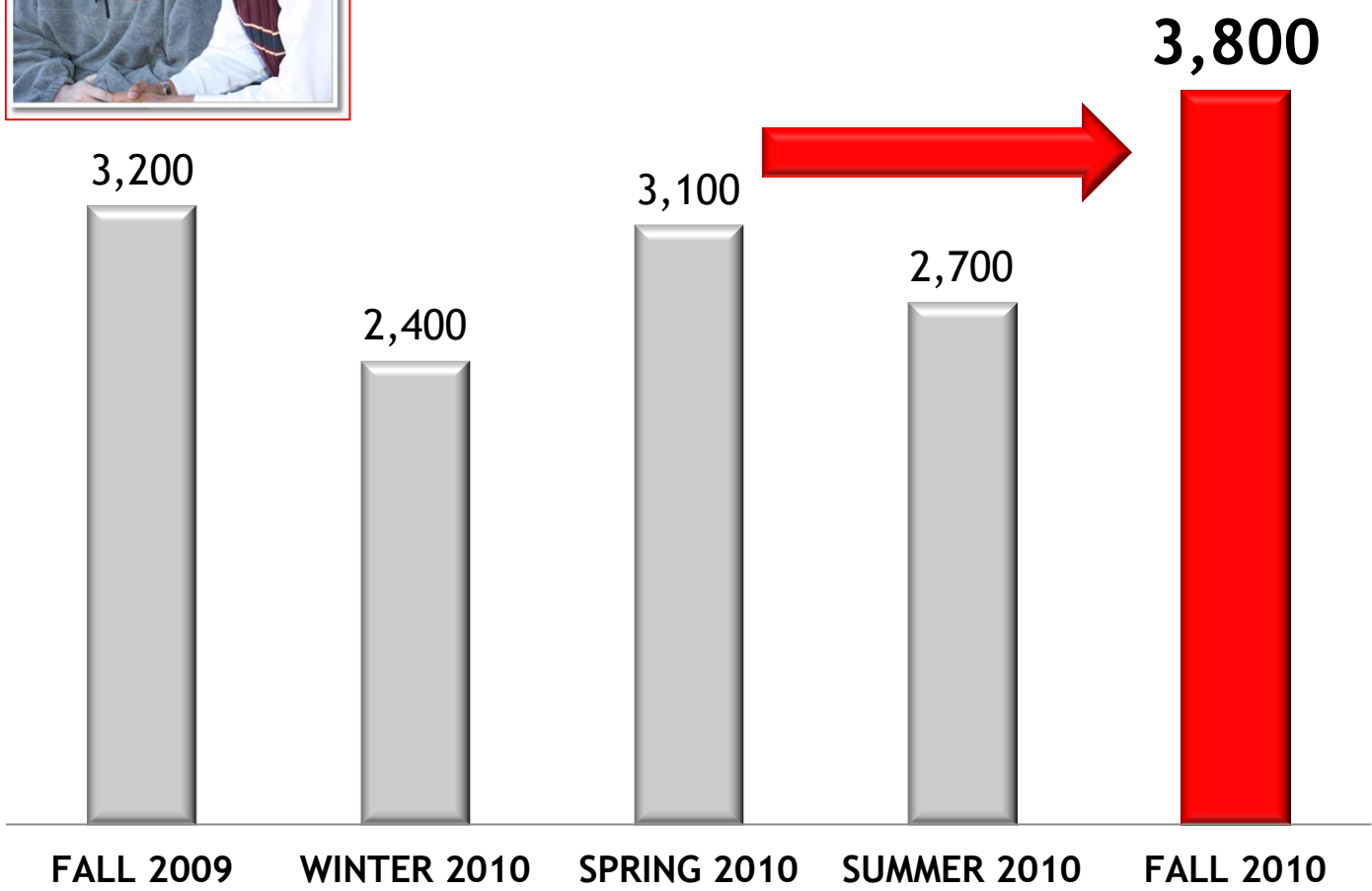
Omaha Arbitron; FA10, SU10, SP10, WI10, FA09; Metro; A25-54; M-F 2P-6P; KOZN-AM vs. KEZO-FM
AQH Persons Trend



UNSPORTSMANLIKE
CONDUCT TRENDS
MEN 25-54
M-F 2P-6P
ARBITRON FALL 2010



*ZONE Listenership with Omaha
Men 25-54 is On the Rise!*



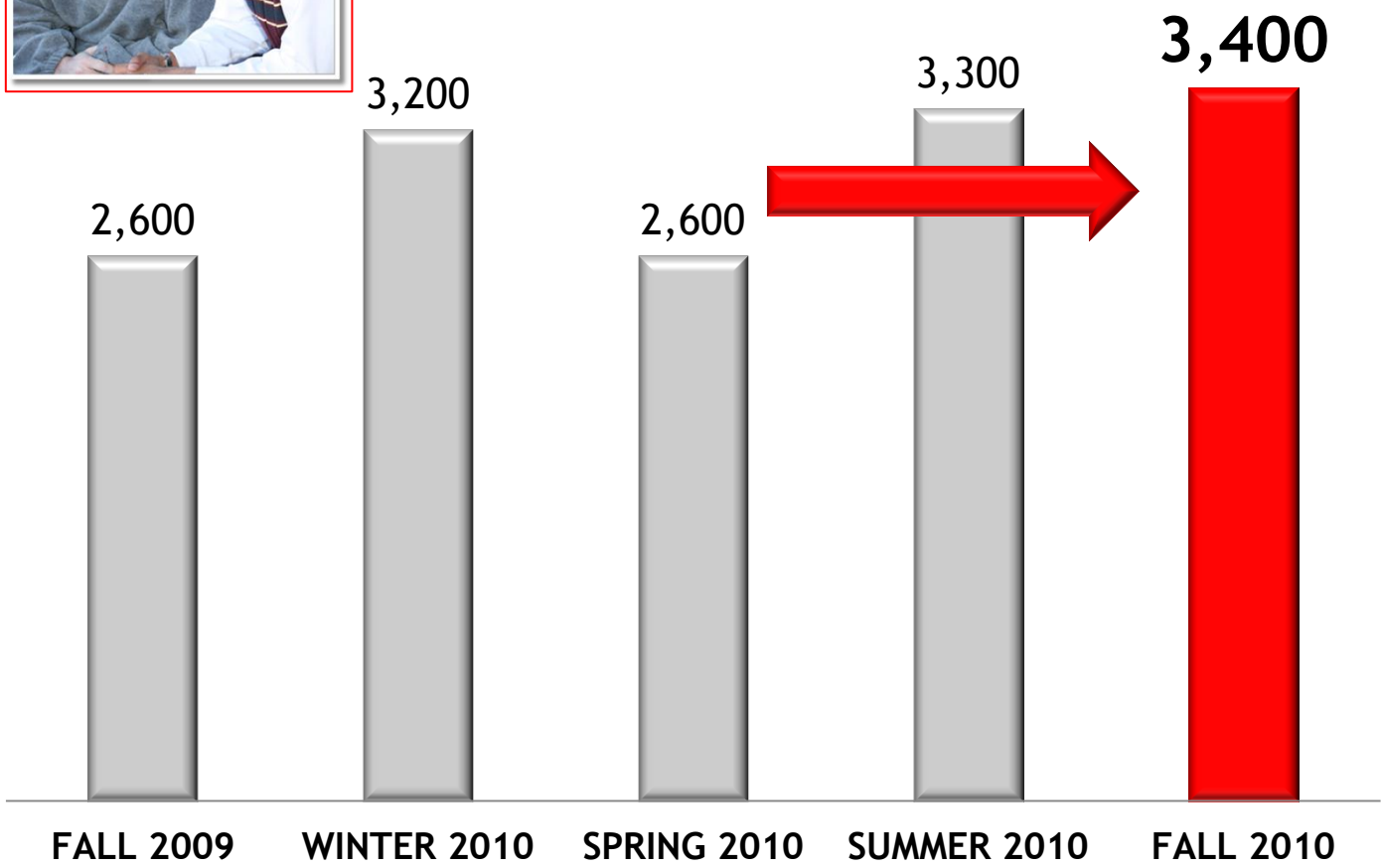
***Listenership Climbs To Highest
Level In More than a Year!***



UNSPORTSMANLIKE
CONDUCT TRENDS
MEN 18-49
M-F 2P-6P
ARBITRON FALL 2010



***ZONE Listenership Grows 31%
with Men 18-49 since FA09!***

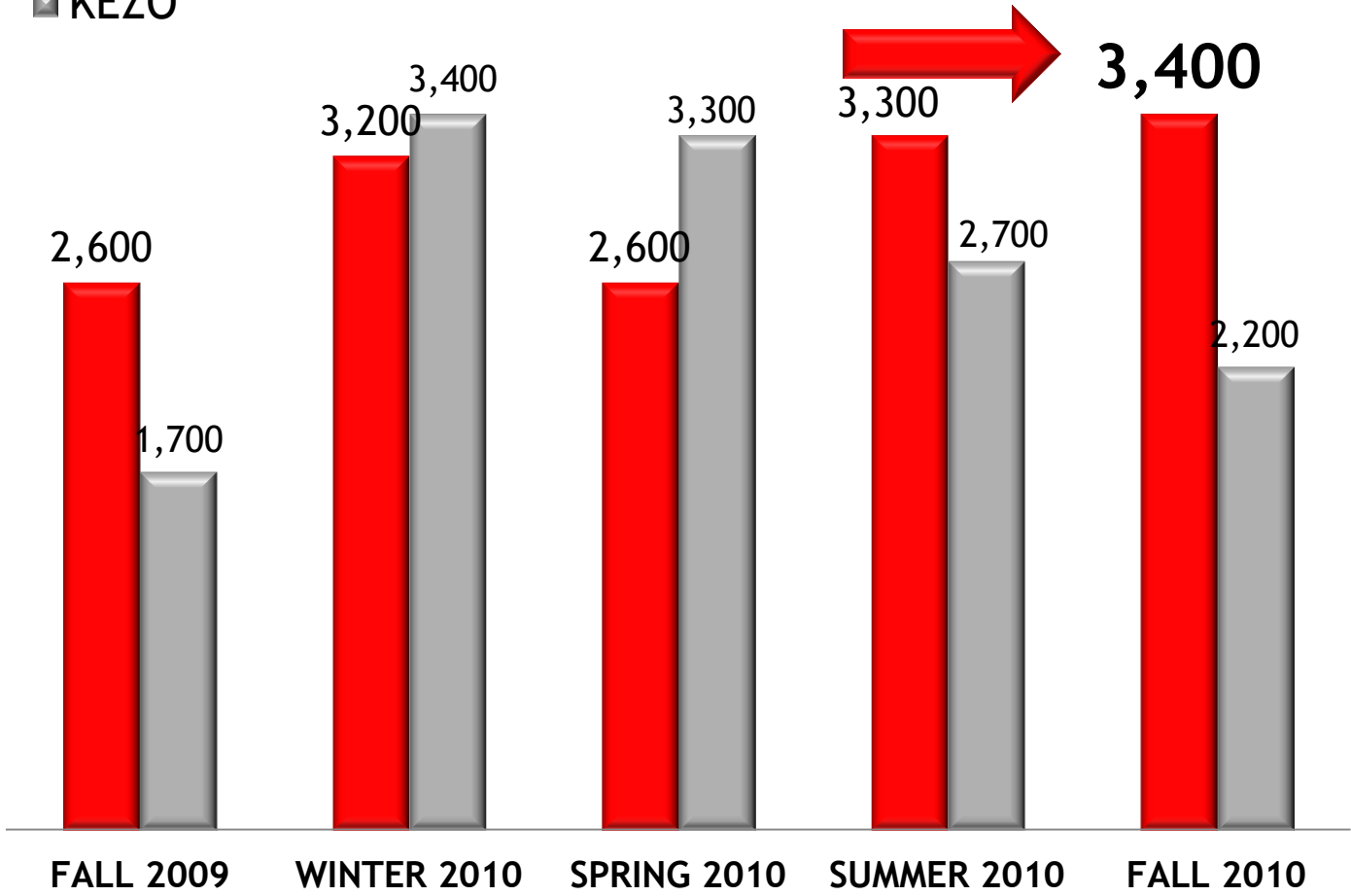


***Listenership Climbs To Highest
Level In More than a Year!***



**UNSPORTSMANLIKE
CONDUCT TRENDS**
MEN 18-49
M-F 2P-6P
ARBITRON FALL 2010

***ZONE Pm Drive Program Outperforms
KEZO by More than 55%!***



***Unsportsmanlike Conduct Climbs
To Highest Listener Level – KEZO
Audience Erodes***

Omaha Arbitron; FA10, SU10, SP10, WI10, FA09; Metro; M18-49; M-F 2P-6P; KOZN-AM vs. KEZO-FM
AQH Persons Trend