

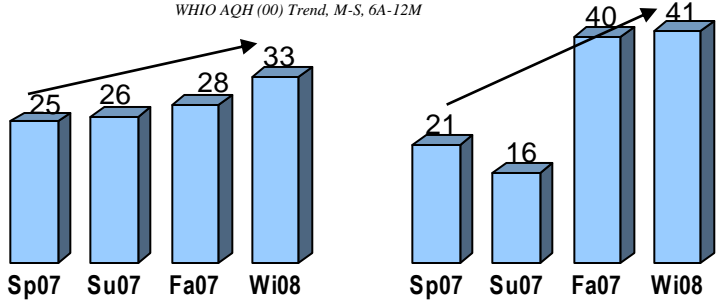


WHIO is a leader with Dayton's Men & Adults!

The AM/FM simulcast of WHIO (WHIO-FM is the old WDPT) debuted in the Fa06 survey and the WHIO franchise has significantly increased its ratings as a result! Note in the Fall 2007 survey, Arbitron began to report the WHIO-AM/FM simulcast simply as WHIO-AM.

WHIO BOASTS SOLID GROWTH

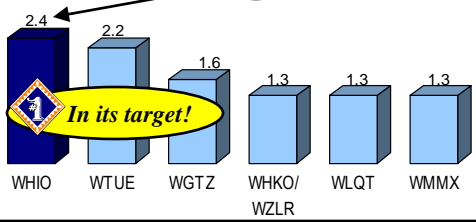
WHIO AQH (00) Trend, M-S, 6A-12M



WHIO IS #1 WITH MEN in its target and it is one of Dayton's leading stations with Adults, Men and Women of ALL ages ... from 18-49 through 35-64!

WHIO Rank. AQH Ratings, M-F, 6A-7P											
25-54			35-54			35-64			18-49		
Adults	Men	Women	Adults	Men	Women	Adults	Men	Women	Adults	Men	Women
#6	#2	#6	#5	#2	#6	#3	#1	#6	#7	#3	#8

Men 35-64 AQH Ratings, M-F 6A-7P



WHIO is #1 with Dayton's UPSCALE Adults

WHIO is the #1 station in the market with Dayton's upscale ... the high income, educated Professionals & Managers... with both a phenomenal reach (reaches nearly over one-third of them!) with a high index (over 200!) against this important target!

