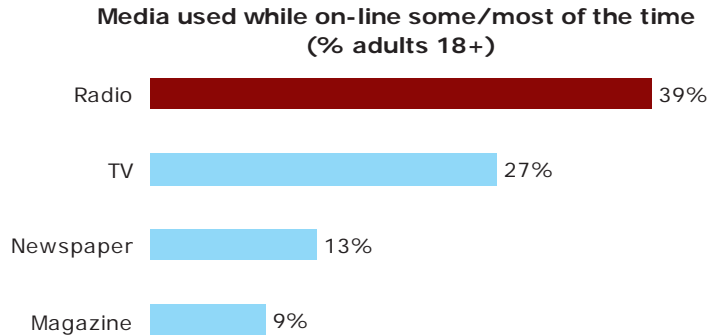


RADIO VALUE RISES AS INTERNET USAGE GROWS

Results from Foundation Research 2008

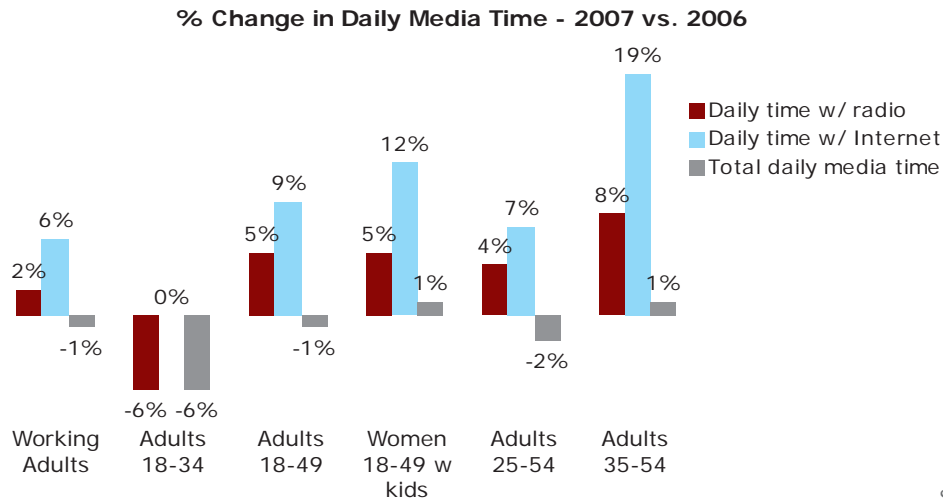
Radio and the Internet are compatible, 39% of Canadian adults listen to the radio while surfing the web. This is significantly higher than other media that are not conducive to simultaneous usage. As media time with the Internet increases, radio benefits while visual media suffer.



Source: 2008 Foundation Research

Radio and internet outperform others in time spent

The change in daily media time spent from 2006 to 2007 reveals that radio and the internet surpassed the increase in total daily media time for most target audiences.



Source: 2008 Foundation Research

Ads prompt web visits & purchase

Radio advertising has a strong influence on Internet usage, further increasing radio's value. Over 40% of Canadian adults have typed a website address into their browser after hearing it on the radio.

57% of adults indicated that a radio ad had prompted them to visit a website in the past 6 months to learn more about the advertised product or service.

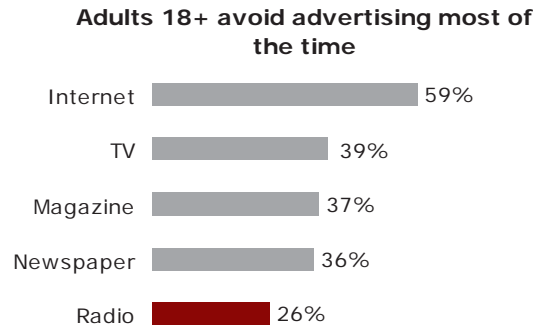
37% of adults that were prompted by a radio ad to visit a website actually purchased the product. Radio can increase advertising return on investment by creating awareness, directing consumers to a website and contributing to a sale.

Audience	% that purchased a product
A18+	37%
A18+ employed	36%
18-34	37%
18-49	38%
F18-49 w/ kids	43%
25-54	39%
35-64	38%

Source: 2008 Foundation Research

Radio best for ad avoidance

Increased opportunity for exposure plus low advertising avoidance leads to a better return on advertising investment. Ad avoidance for radio is the lowest of all media.



Source: 2008 Foundation Research

Radio stations connect with Canadians online

Today, radio extends its connection through station websites, where there are even more opportunities for interaction and calls to action. Contests, sponsorship, e-newsletters, music requests, audio streams, downloading and listener feedback all contribute to the sense of community and belonging offered by one's personal station.

40% of adults have visited a radio station website; the percentage increases as the audience gets younger with 52% of adults 18-34 having visited a radio station website. Of the adults that have visited radio station websites, 40% visit monthly.

Audience	% that visited a radio station website
A18+	40%
A18+ employed	45%
18-34	52%
18-49	49%
F18-49 w/ kids	49%
25-54	47%
35-64	42%

Source: 2008 Foundation Research

Listener/loyalty clubs have become more popular over the past year with the percentage doubling versus the previous year's survey.

Audience	% listener/loyalty club 2007	% listener/loyalty club 2008
A18+	6%	13%
A18+ employed	7%	19%
18-34	11%	11%
18-49	8%	14%
F18-49 w/ kids	6%	14%
25-54	7%	16%
35-64	5%	16%

Source: 2008 Foundation Research