



SOUTHERN CALIFORNIA RADIO AND LAWN & GARDEN HISPANIC

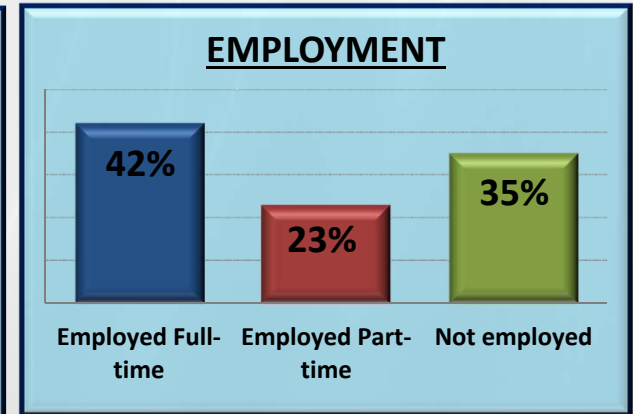
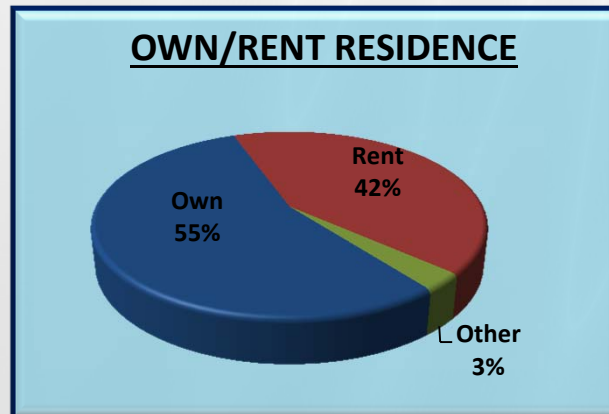
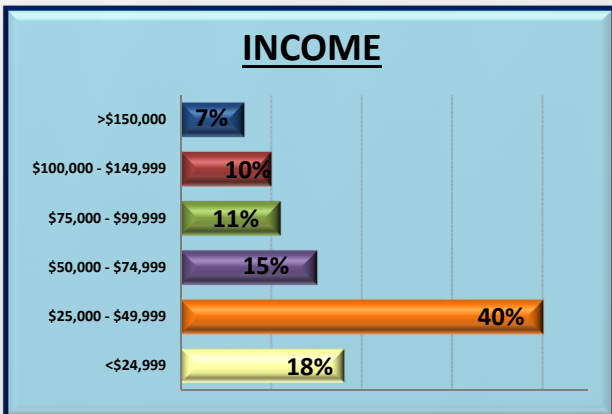
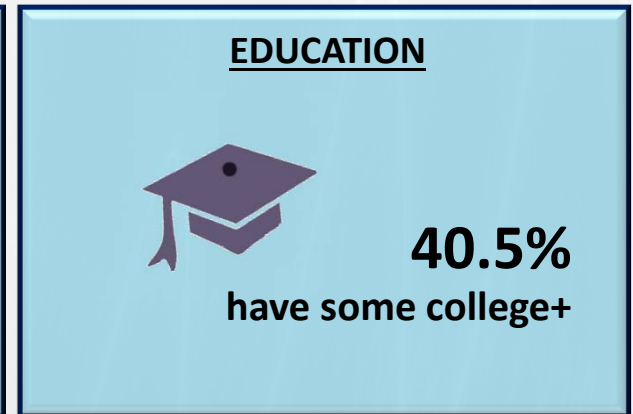
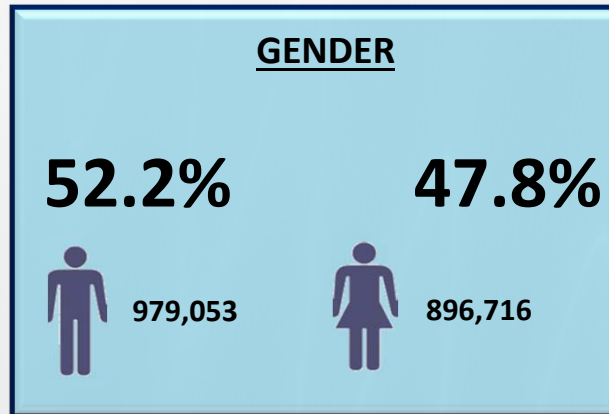
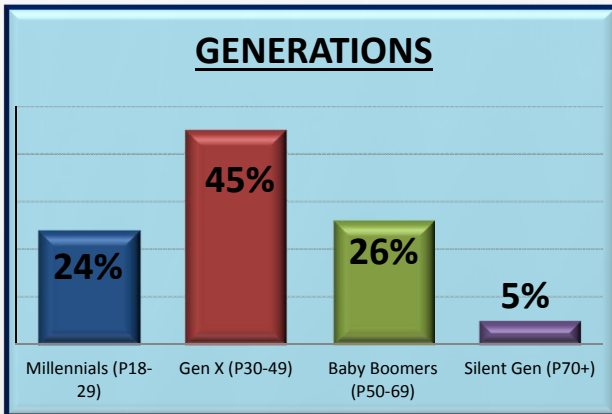
A Compelling Partnership for Growth



DEMOGRAPHICS

Activity done past 12 months: garden/lawn care

1,875,769 Hispanic Adults 18+ have gardened or done lawn care in the past 12 months



Source: Scarborough, Release 2, 2014 (August 2013 – July 2014), Los Angeles Metro, Hispanic Adults 18+/Activity Done Past 12 Months: Garden/Lawn Care.



Hispanic consumers in the Los Angeles Metro spend **over \$183.6 million annually** in Nursery and Garden Centers



Radio listeners (Hispanics 18+) spend an estimated **99.8%** of that total or over **\$183.3 million.**



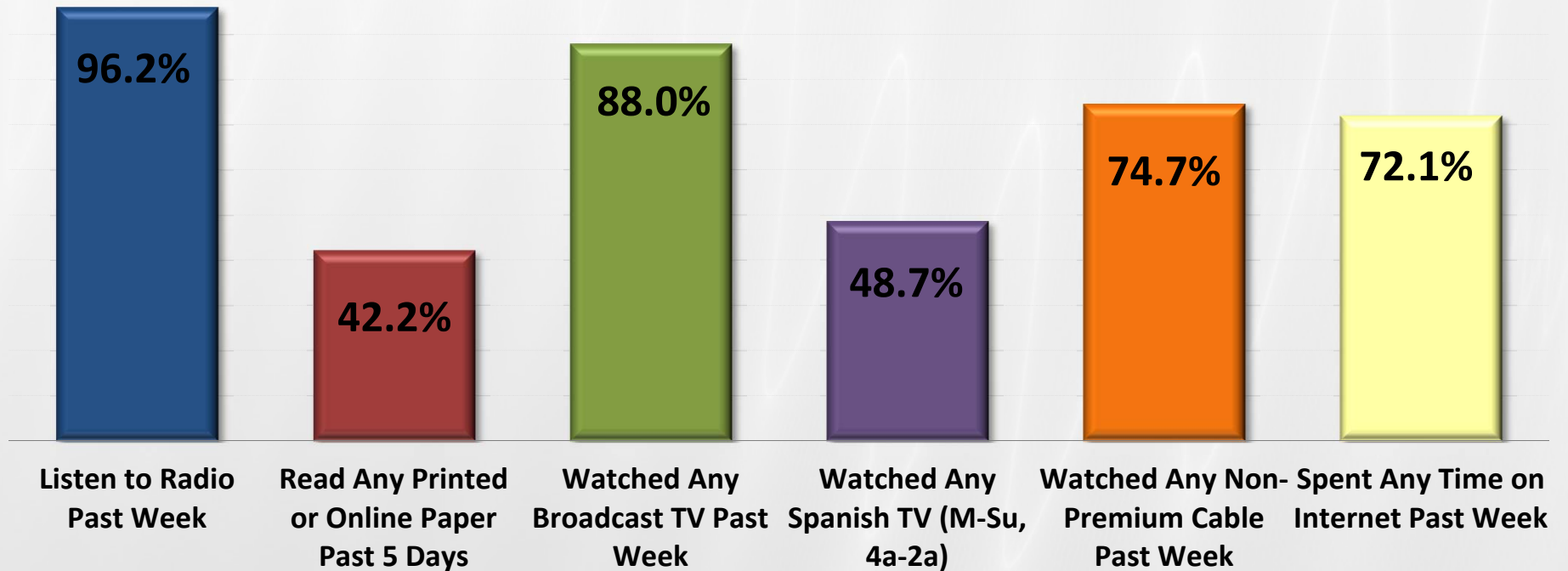
LOS ANGELES HISPANIC ADULTS SPEND THE MOST MONEY AT NURSERY & GARDEN CENTERS IN THE SPRING

Months	Sales Projections	% Of Annual
January	\$6,061,000	3.3%
February	\$6,796,000	3.7%
March	\$12,122,000	6.6%
April	\$22,041,000	12.0%
May	\$32,694,000	17.8%
June	\$21,490,000	11.7%
July	\$15,796,000	8.6%
August	\$12,857,000	7.0%
September	\$13,408,000	7.3%
October	\$14,694,000	8.0%
November	\$11,388,000	6.2%
December	\$14,327,000	7.8%
ANNUAL TOTALS	\$183,674,000	100.0%

Source: Nielsen Audio, November 2014 Retail Spending Power: Nursery and Garden Centers, Los Angeles Metro, Monday-Sunday, 6a-mid, Hispanic Adults 18+.



RADIO REACHES 96.2% OF HISPANIC ADULTS 18+ WHO HAVE GARDENED OR DONE LAWN CARE IN THE PAST 12 MONTHS

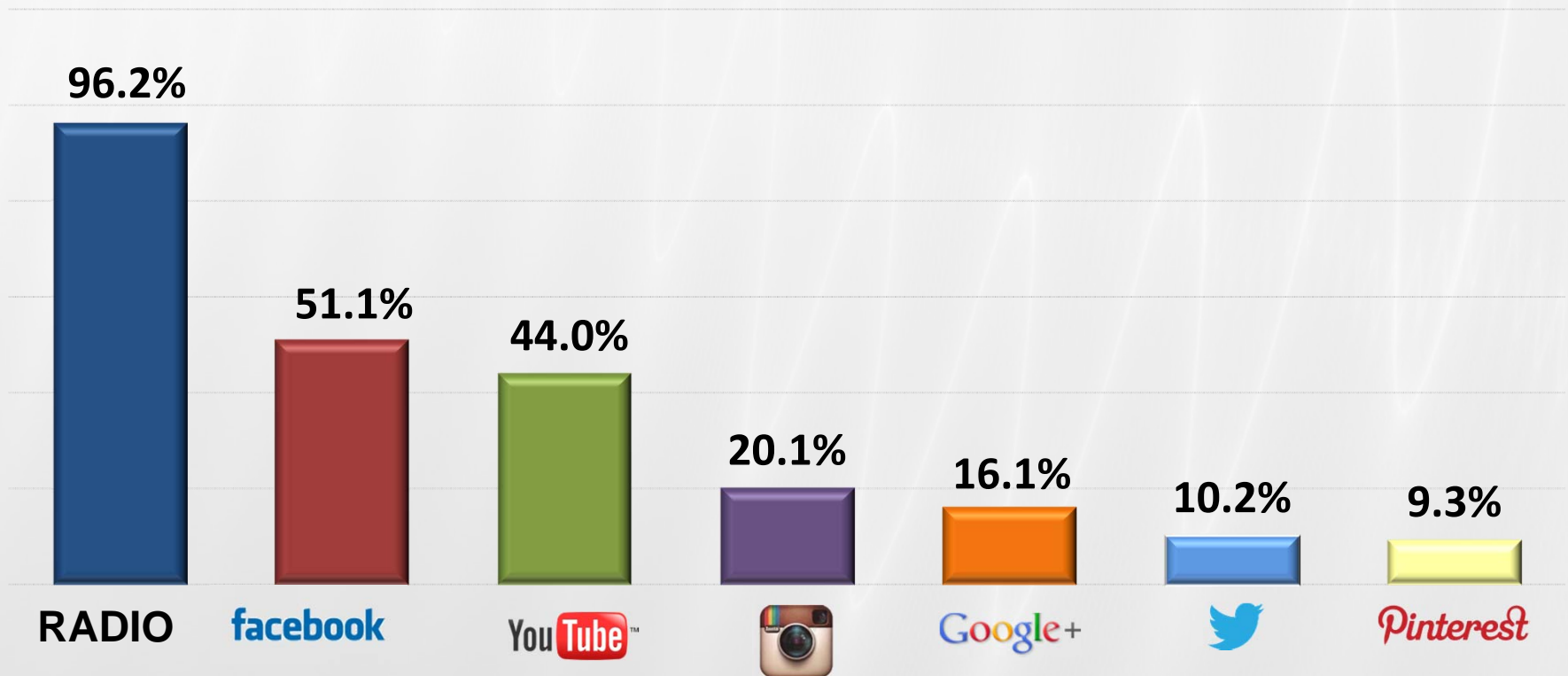


Source: Scarborough, Release 2, 2014 (August 2013 – July 2014), Los Angeles Metro, Hispanic Adults 18+/Activity Done Past 12 Months: Garden/Lawn Care.



MORE HISPANIC ADULTS 18+ WHO HAVE GARDENED OR DONE LAWN CARE LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

Reach %



Source: Scarborough, Release 2, 2014 (August 2013 – July 2014), Los Angeles Metro, Hispanic Adults 18+/Activity Done Past 12 Months: Garden/Lawn Care.