RADIO REACHES 96.9%

OF LOS ANGELES METRO HISPANICS EVERY WEEK

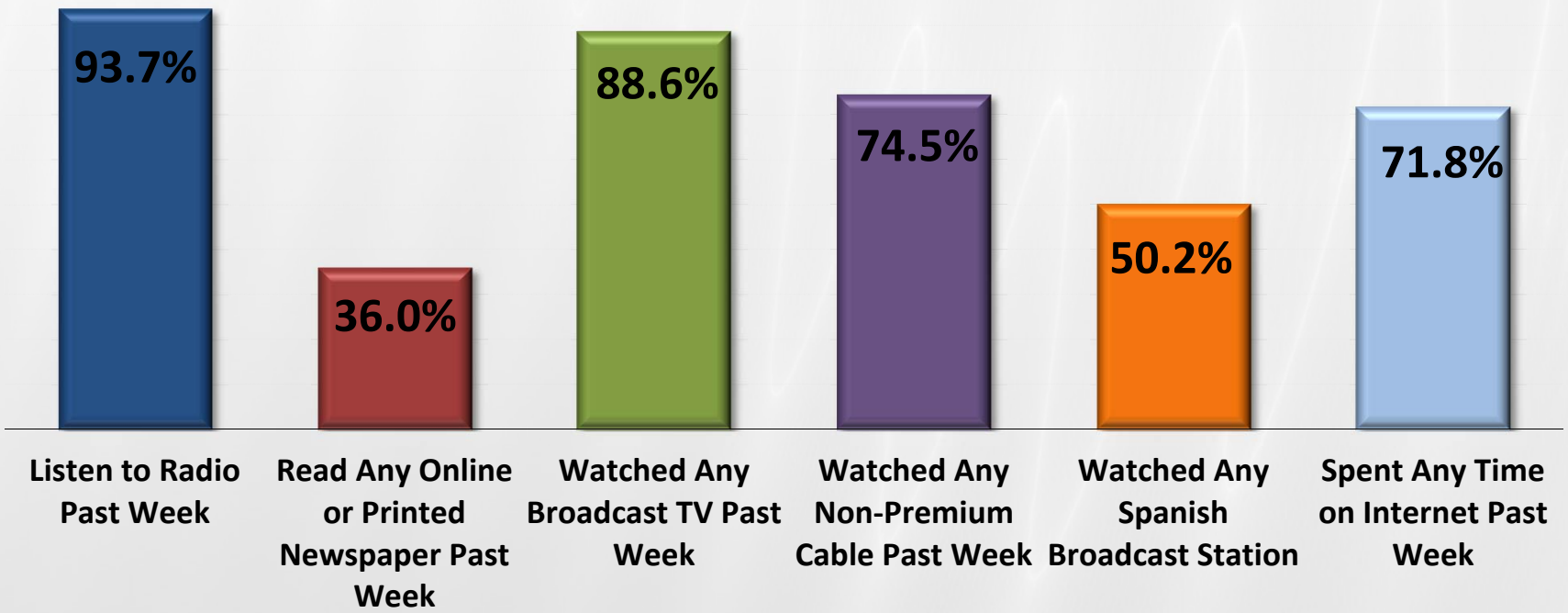
11 HOURS

SPENT WITH RADIO EACH WEEK

Source: Nielsen Audio, Q2 2014, Los Angeles Metro, Hispanic Persons 12+, Monday – Sunday, 6am-mid.

RADIO REACHES MORE HISPANIC ADULTS 18+ IN A WEEK THAN ANY OTHER MEDIUM

Radio reaches 93.7% of Los Angeles DMA Hispanic Adults 18+



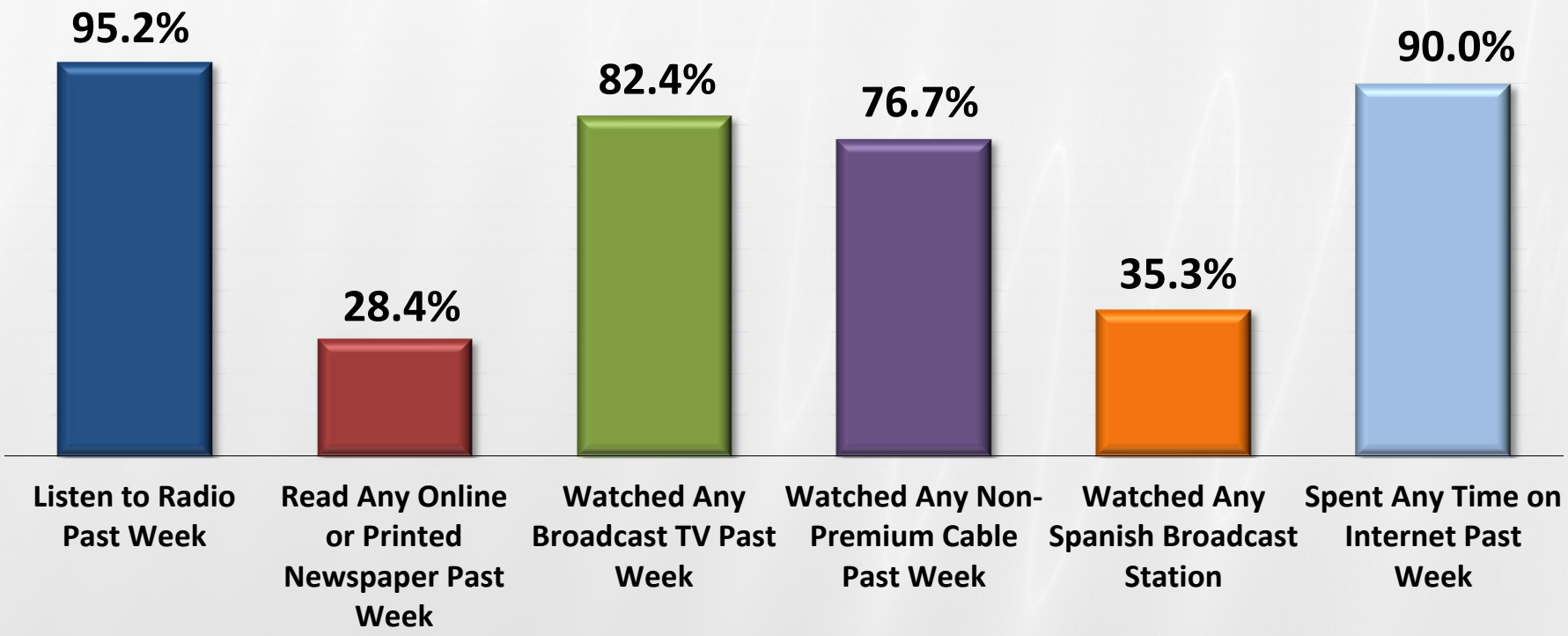
Note: Any Spanish broadcast stations include: Azteca America, MundoFox, Telemundo, UniMas, or Univision.

Source: Scarborough, R2 2014 (August 2013 – July 2014), Los Angeles DMA, Hispanic Adults 18+.

Scarborough.

RADIO REACHES MORE HISPANIC MILLENNIALS IN A WEEK THAN ANY OTHER MEDIUM

Radio reaches 95.2% of Los Angeles DMA Hispanic Millennials

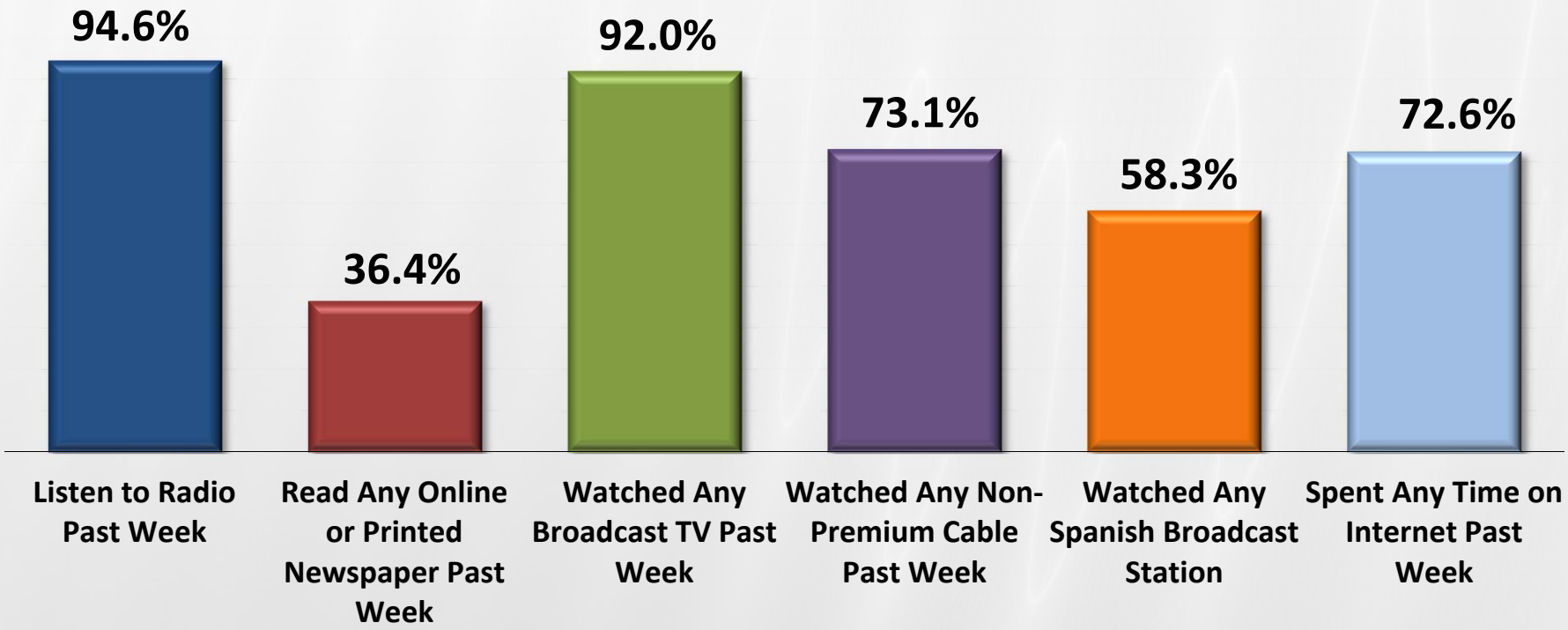


Source: Scarborough, R2 2014 (August 2013 – July 2014), Los Angeles DMA, Hispanic Millennials (18-29).

Scarborough.

RADIO REACHES MORE HISPANIC GEN X IN A WEEK THAN ANY OTHER MEDIUM

Radio reaches 94.6% of Los Angeles DMA Hispanic Gen X

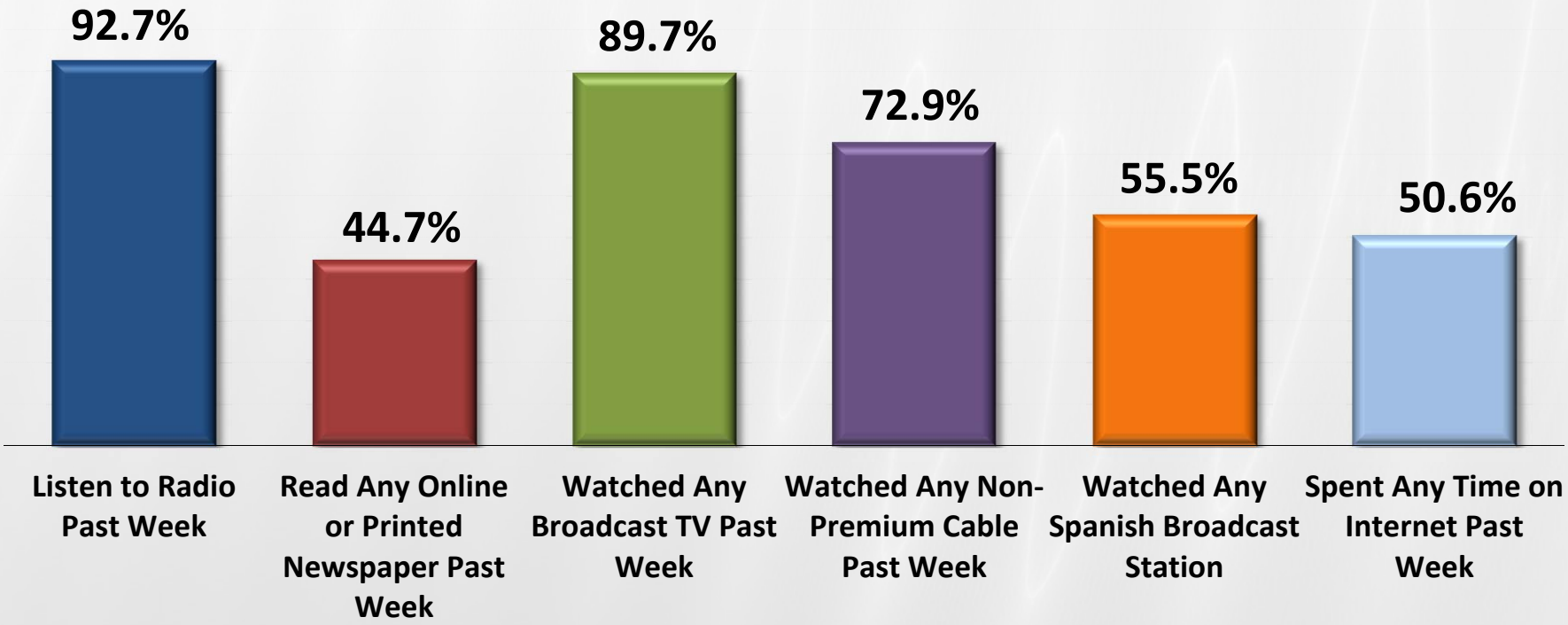


Source: Scarborough, R2 2014 (August 2013 – July 2014), Los Angeles DMA, Hispanic Gen X (30-49).

Scarborough.

RADIO REACHES MORE HISPANIC BABY BOOMERS IN A WEEK THAN ANY OTHER MEDIUM

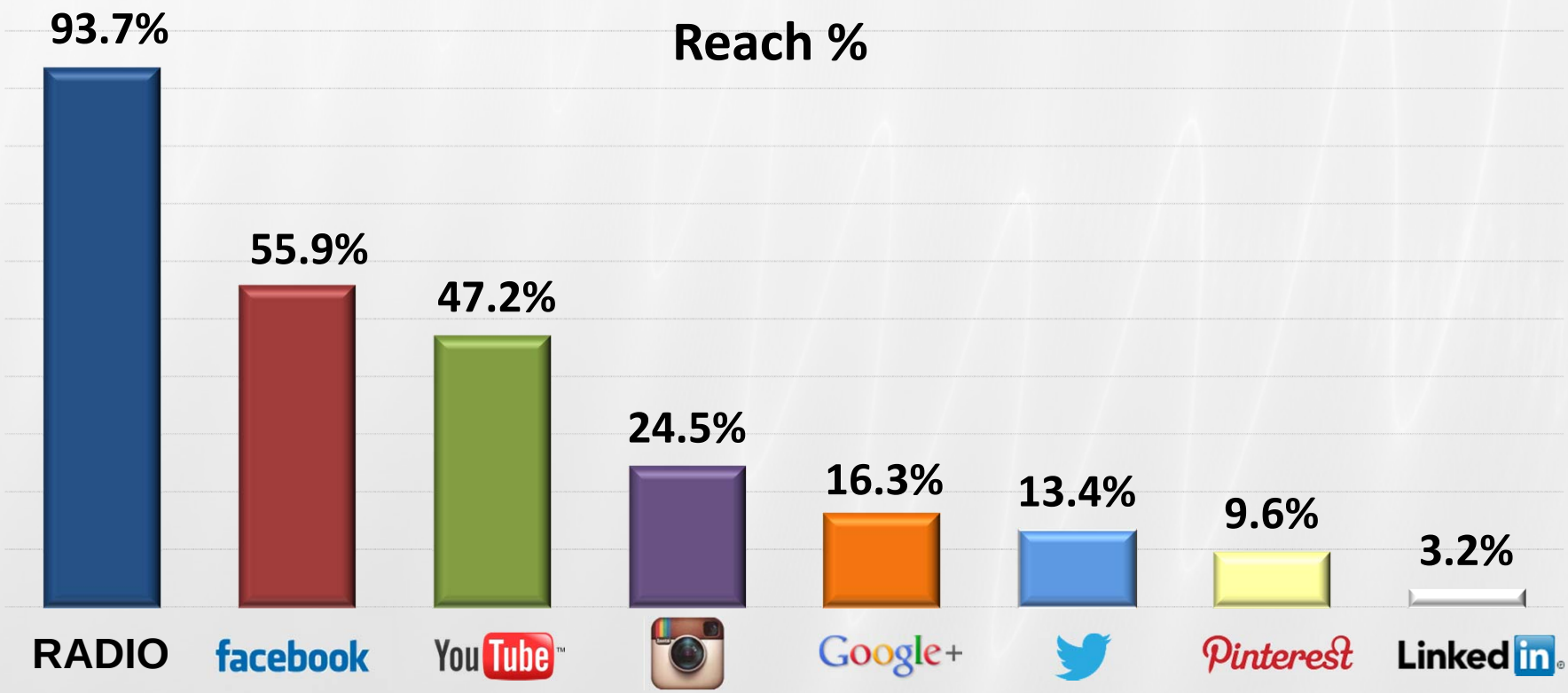
Radio reaches 92.7% of Los Angeles DMA Hispanic Baby Boomers



Source: Scarborough, R2 2014 (August 2013 – July 2014), Los Angeles DMA, Hispanic Baby Boomers (50-69).

Scarborough.

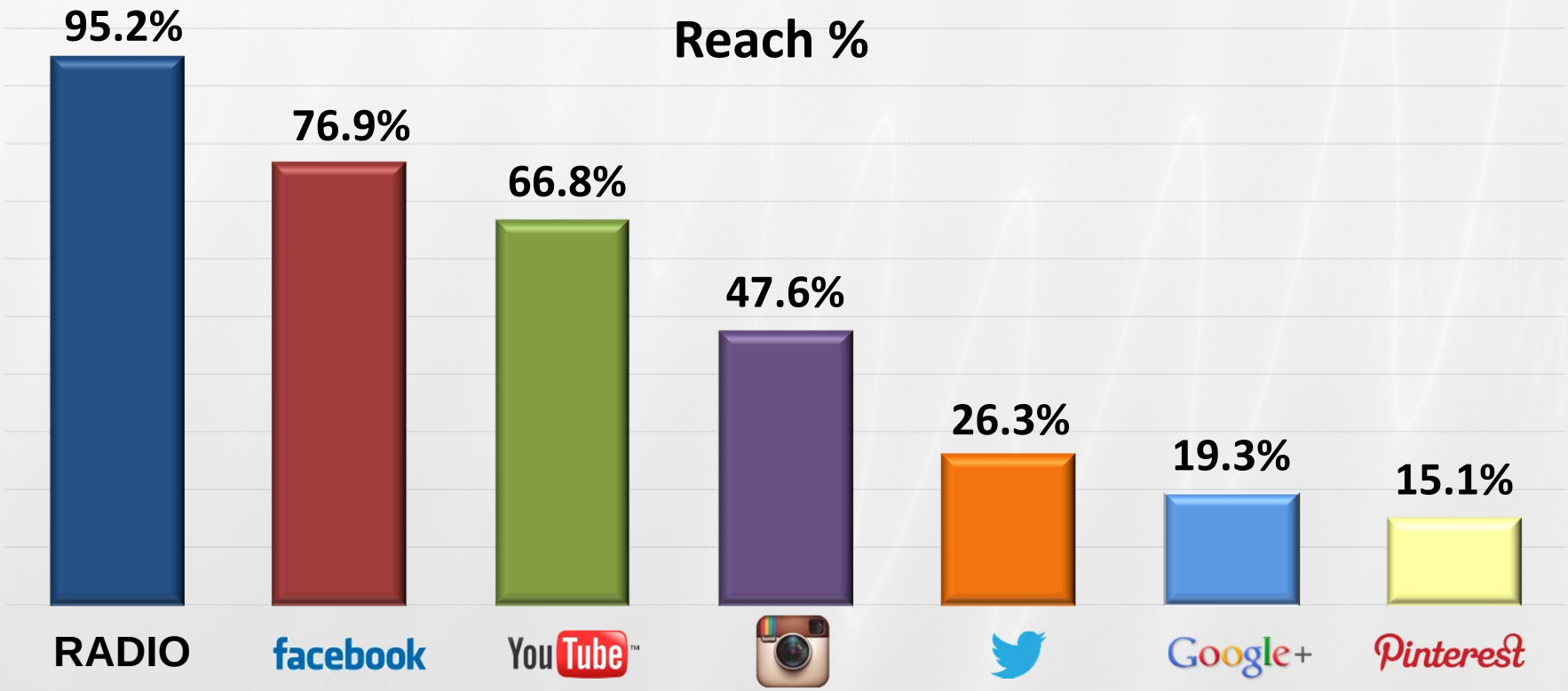
MORE HISPANIC ADULTS 18+ LISTEN TO RADIO IN A *WEEK* THAN VISIT THESE SOCIAL NETWORKING SITES IN A *MONTH*



Source: Scarborough, R2 2014 (August 2013 – July 2014), Los Angeles DMA, Hispanic Adults 18+.

Scarborough.

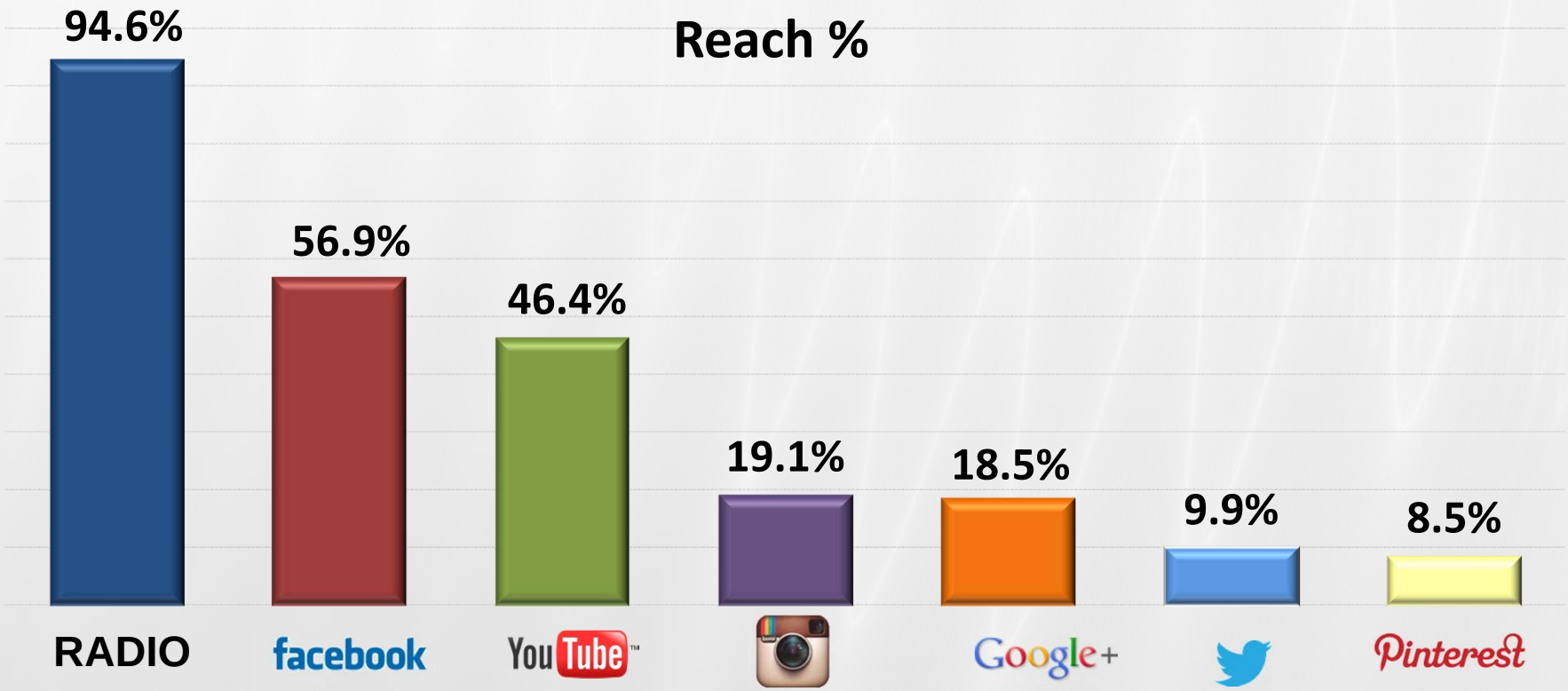
MORE HISPANIC MILLENNIALS LISTEN TO RADIO IN A *WEEK* THAN VISIT THESE SOCIAL NETWORKING SITES IN A *MONTH*



Source: Scarborough, R2 2014 (August 2013 – July 2014), Los Angeles DMA, Hispanic Millennials (18-29).

Scarborough.

MORE HISPANIC GEN X LISTEN TO RADIO IN A *WEEK* THAN VISIT THESE SOCIAL NETWORKING SITES IN A *MONTH*



Source: Scarborough, R2 2014 (August 2013 – July 2014), Los Angeles DMA, Hispanic Gen X (30-49).

Scarborough.