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NEWS RELEASE

hear2.0—nationwide study illustrates terrestrial radio's strengths

San Diego, June 7, 2006: Contrary to the myth that radio listeners are a uniformly disgruntled bunch, 74% of all terrestrial radio listeners are satisfied with what they hear on the radio, according to a new nationwide survey from audio strategy firm hear2.0 (<http://www.hear2.com>).

Dashing the myth that listeners are turning away from the radio in droves, satisfaction is generally high across both genders and all age groups, even teens. Specifically, we see the highest satisfaction amongst 34-44 year olds (78%) and 45-54 year olds (76%) followed closely by teens (75%) and 18-24 year olds (74%). 25-34 year olds recorded the lowest satisfaction with radio at 71%.

Hear2.0 Executive Vice President Harve Alan said, "Given that some media prognosticators claim radio is dead or dying, we were pleasantly surprised at just how strong radio is; even with the youngest age groups."

Radio listeners across a multitude of formats report very high satisfaction with radio. Fans of Latin formats were the most satisfied at 85% followed by Country fans at 83% and 82% for CHR, Urban AC, and Gospel fans. Urban, Oldies, and Hot AC fan satisfaction followed closely behind at about 80%.

And who is least satisfied with radio? "Only" 71% of Hard Rock and Jazz fans were satisfied, while Classical fans bring up the rear at 68% satisfaction.

Said Alan, "With only one format falling below 70% satisfaction and despite ongoing challenges from new media the American public still loves their terrestrial radio. This research illustrates the power of radio to entertain, inform, and satisfy."

hear2.0 is the new audio strategy company specializing in trend anticipation for all audio entertainment and information media, including radio, satellite radio, Internet radio, and more. hear2.0 knows what's next.

This research is based on a 1000 - person representative nationwide study of persons aged 12-54.