



PPM September 2008 Snapshot!

WBLI boasts 10 YEARS of being Long Island's #1 station!

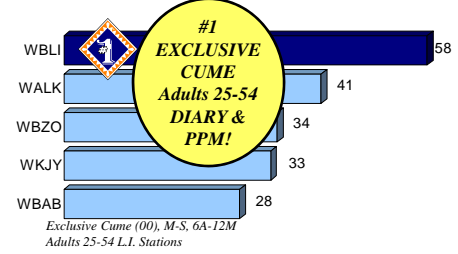
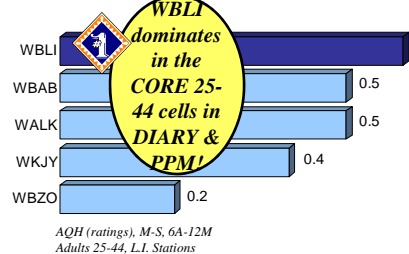
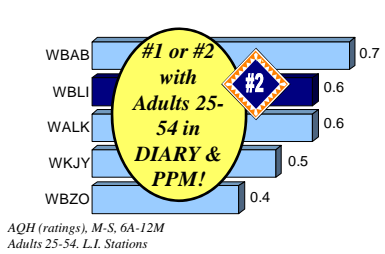
WBLI continues to be Long Island's #1 with the new PPM measurement!

- #1 in cume! WBLI boasts 10 YEARS as Long Island #1 radio station (12+ cume)
- #1 AQH in numerous demographics! #18-49 & 18-34, etc. (AQH Ratings, M-S, 6A-12M)
- WBLI IS A CUME MACHINE: it ranks #1 in cume on Long Island in nearly all major demographics.

WBLI is LONG ISLAND'S #1 STATION!

WBLI is at the top in Long Island with Adults and Women of ALL ages!

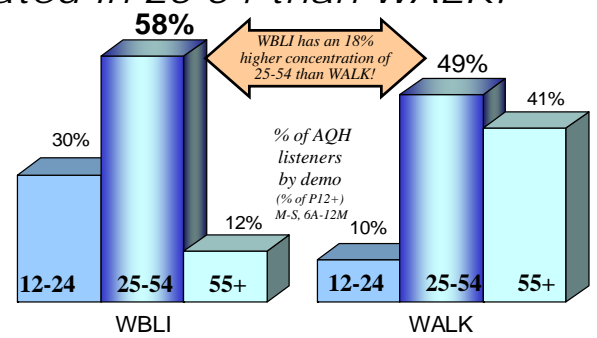
WBLI ranks <small>M-S, 6A-12M (LI stations only)</small>	-----Demographics-----						-----Age cells-----					
	A18-34	W18-34	A18-49	W18-49	A25-54	W25-54	A18-24	A25-34	A35-44	W18-24	W25-34	W35-44
AQH	#1	#1	#1	#1	#2	#1	#1	#1	#3	#1	#1	#2
Cume	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1



WBLI is well-targeted to Adults!

WBLI is better concentrated in 25-54 than WALK!

- In PPM, WBLI continues to be a middle demo targeted CHR station ... it is NOT a 12-24 station!
- In the diary, survey after survey WBLI had a higher concentration of 25-54s than WALK. In this debut of PPM, WBLI has an 18% greater concentration of 25-54s than WALK!
- Further, WBLI's secondary demo is 12-24's who are FUTURE consumers with great marketplace value ... while WALK delivers 55+ and retirees.



WBLI wins the battle with Women 25-54!
Light AC WALK had been steadily declining with Women 25-54 in the diary books while WBLI had been coming up ... in the debut of PPM this trend continues and WBLI WINS THE IMPORTANT Women 25-54 DEMOGRAPHIC

	3 year trend Women 25-54 Shares, M-S, 6A-12M			
	Su2005	Su2006	Su2007	Sep08 PPM
WBLI	6.1	6.6	8.5	8.2
WALK	10.5	10.1	8.3	7.2

WBLI is now #1 on Long Island

