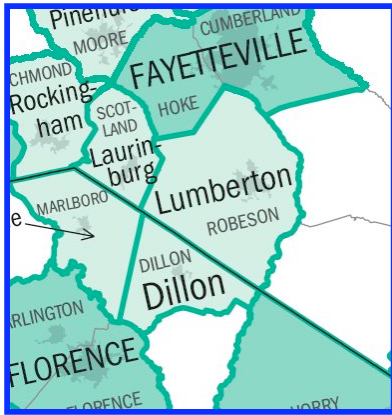




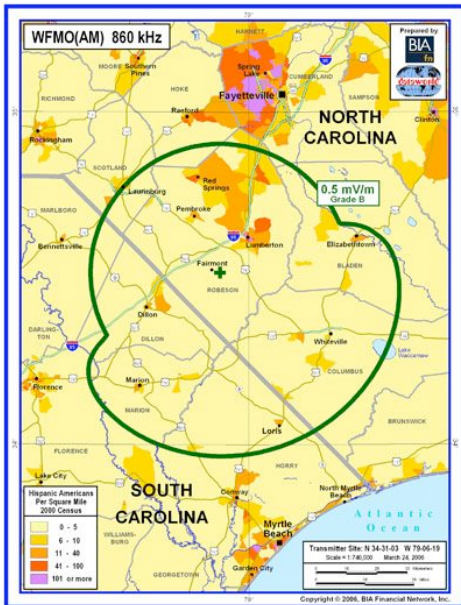
Census Bureau Metro Map:



Call letters: WFMO
Frequency: 860 AM
Format: Regional Mexican
Market: Lumberton, NC/Dillon, SC



Station Coverage Map:



Market Facts:

- Lumberton-Dillon, NC-SC has a Hispanic Buying Power of \$23.8 Million.
(Source: Selig Center for Economic Growth, The University of Georgia 2006 – Buying Power)
- 1,345 people in the Lumberton, NC Urban Cluster *speak Spanish at home*, that's 78% of all people speaking a language other than English.
(Source: Census 2000, QT-P16, Language Spoken at Home)
- 225 people in the Dillon, SC Urban Cluster *speak Spanish at home*, that's 82% of all people speaking a language other than English.
(Source: Census 2000, QT-P16, Language Spoken at Home)
- 82% of the 1,379 foreign-born people in the Lumberton, NC Urban Cluster are *originally from Latin America*, 88% of those *arriving since 1990*.
(Source: Census 2000, QT-P14, Nativity, Citizenship, Year of Entry, and Region of Birth)
- 85% of the 66 foreign-born people in the Dillon, SC Urban Cluster are *originally from Latin America*, 50% of those *arriving since 1990*.
(Source: Census 2000, QT-P14, Nativity, Citizenship, Year of Entry, and Region of Birth)
- 75% of the Lumberton, NC Urban Cluster's Hispanic population has a Mexican ancestry.
(Source: Census 2000, QT-P3, Race and Hispanic or Latino)
- 71% of the Dillon, SC Urban Cluster's Hispanic population has a Mexican ancestry.
(Source: Census 2000, QT-P3, Race and Hispanic or Latino)

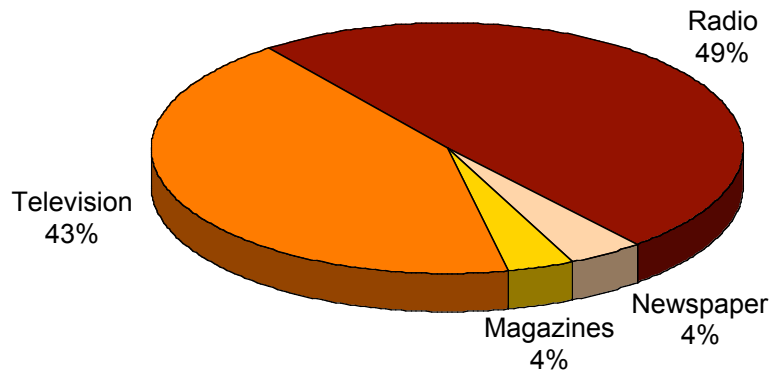




Facts About Hispanic Media

- Half of Hispanics' time spent with media is spent with radio, versus 43% with TV.
(Source: "Understanding African-American and Hispanic Consumers: Results of the Impact Study," Readership Institute, 2002)

Share of Hispanic Adults' Time Spent With Each Medium



- 75% of all Hispanics feel loyalty to retailers who advertise to them in Spanish.
(Source: 2005 People En Español Hispanic Opinion Tracker™ (HOT) Study)
- Commercials in Spanish are 61% more effective at increasing awareness than those in English.
(Source: 2005 People En Español Hispanic Opinion Tracker™ (HOT) Study)
- Commercials in Spanish are 57% more likely to be recalled than those in English.
(Source: 2002 Roslow Research Group, Spanish vs. English Ad Effectiveness Among Hispanics)
- Commercials in Spanish are 4.5 times more persuasive than those in English.
(Source: 2002 Roslow Research Group, Spanish vs. English Ad Effectiveness Among Hispanics)
- 69% of US Hispanics believe they get more information about a product when it is advertised to them in Spanish than in English.
(Source: 2002 Roslow Research Group, Spanish vs. English Ad Effectiveness Among Hispanics)