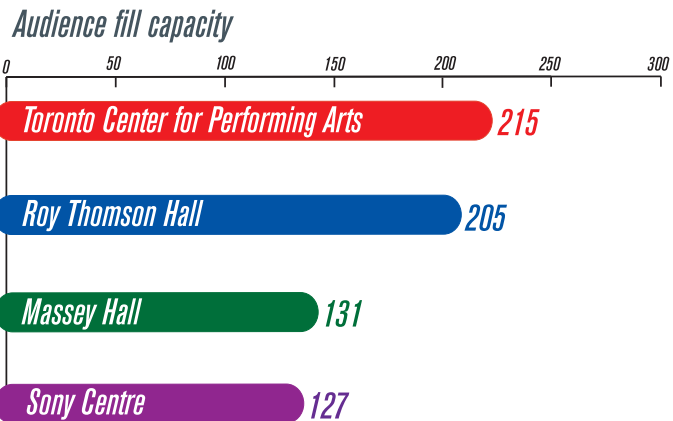




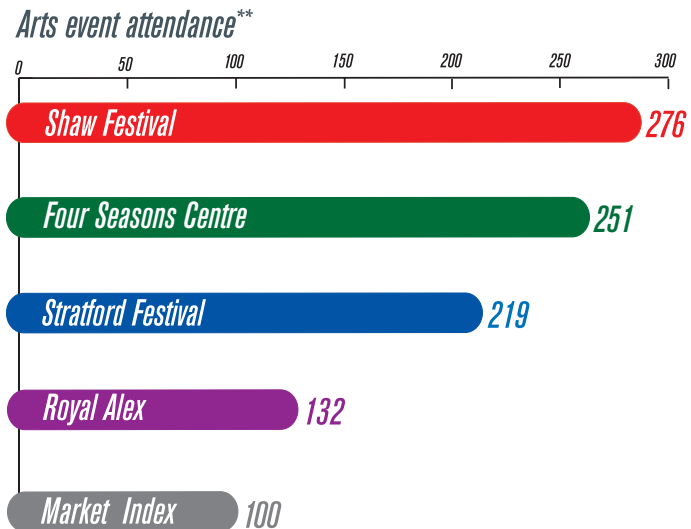
## Our Listeners Support the Arts

Every week, *THE NEW CLASSICAL 96.3 FM* reaches **\*404,527** consumers in the Toronto central area.

*THE NEW CLASSICAL 96.3 FM*  
audience attends concerts:



*THE NEW CLASSICAL 96.3 FM*  
audience attends theater:



Market Index Constant at 100

(An index is defined as a specific group's greater or lesser likelihood to do something when compared to a general market population. Any index over 100 is more likely to do something and under 100 is less likely.)

\*Source BBM S408

\*\*Source BBM RTS Toronto Fall '08; Rank by Index