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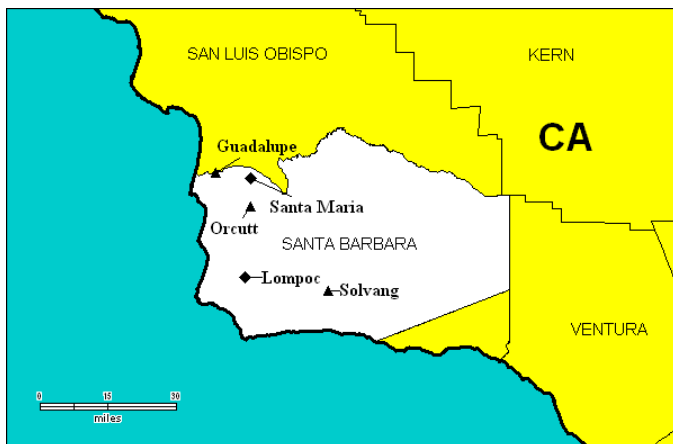
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Santa Maria-Lompoc, CA Market Overview



Metro Counties / Population (000)

Santa Barbara, CA	199.6
	199.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1999	2000	2001	2002	2003	2004	Δ 99 - 04
	\$4,600	\$5,300	\$6,000	\$6,100	\$5,900	\$6,000	5.2%
	Δ 03 - 04	2005	2006	2007	2008	2009	Δ 04 - 09
	1.7%	\$6,100	\$6,400	\$6,600	\$6,900	\$7,200	3.9%

	1999	2004	2009	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$1.98/1,000	\$1.91/1,000	Local	85%
Revenue/Capita	\$22.68	\$30.06	\$35.26	National	15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1999	2004	Growth Rate	2004	2009	Growth Rate
MSA Population	202.8	199.6	-0.3%	199.6	204.2	0.5%
Households	69.8	67.9	-0.6%	67.9	69.0	0.3%
Retail Sales	NA ^{1/}	3,026.0	NA ^{1/}	3,026.0	3,772.5	4.5%
EBI ^{2/}	3,385.3	3,827.1	2.5%	3,827.1	4,377.5	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	99.9	16.6	8.3	13.8	14.7	14.5	12.8	19.3
Women (000)	99.7	15.9	7.7	13.2	12.7	13.7	12.8	23.6
Total	199.6	32.5	16.0	27.0	27.4	28.2	25.7	42.9
Percentage	100.0%	16.3%	8.0%	13.5%	13.7%	14.1%	12.9%	21.5%
Per Capita	\$ 19,176		Median Household		\$ 42,655		Avg Household	\$ 56,350
Ethnic Population:	White	71.7%	Black	2.2%	Asian	4.2%	Hispanic	36.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	6		7	9	6	15
Tot 12+	6.2	32.7		36.5	38.9	13.3	52.2
Avg 12+	2.1	5.5		5.2	4.3	2.2	3.5
Tot LCS	11.9	62.6		69.9	74.5	25.5	100.0
Avg LCS	4.0	10.4		10.0	8.3	4.2	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



FCC Geographic Market Definition for Santa Maria-Lompoc, CA

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KGDP	AM	660	C	Chrst/Talk	Santa Maria-Lompoc, CA	702 02003	207	Radio Reps Inc	Orcutt, CA	Santa Barbara
KUHL	AM	1410	C	Talk	Santa Maria-Lompoc, CA	07/02/2003	207	Knight Broadcasting Inc	Lompoc, CA	Santa Barbara
KRQK	FM	100.3	C	Mexican	Santa Maria-Lompoc, CA	07/02/2003	207	American General Media	Lompoc, CA	Santa Barbara
KSBQ	AM	1480	C	Mexican	Santa Maria-Lompoc, CA	07/02/2003	207	Lazer Broadcasting Corporation	Santa Maria, CA	Santa Barbara
KSMA	AM	1240	C	Nws/Tlk/Spt	Santa Maria-Lompoc, CA	07/02/2003	207	p Clear Channel	Santa Maria, CA	Santa Barbara
KSNI	FM	102.5	C	Country	Santa Maria-Lompoc, CA	07/02/2003	207	p Clear Channel	Santa Maria, CA	Santa Barbara
KSYV	FM	96.7	C	AC	Santa Maria-Lompoc, CA	07/02/2003	207	Knight Broadcasting Inc	Solvang, CA	Santa Barbara
KINF	AM	1440	C	Talk	Santa Maria-Lompoc, CA	07/02/2003	207	Knight Broadcasting Inc	Santa Maria, CA	Santa Barbara
KXFM	FM	99.1	C	Clsc Rock	Santa Maria-Lompoc, CA	07/02/2003	207	p Clear Channel	Santa Maria, CA	Santa Barbara
KTAP	AM	1600	C	Mexican	Santa Maria-Lompoc, CA	07/02/2003	207	Emerald Wave Media	Santa Maria, CA	Santa Barbara
KBOX	FM	104.1	C	AC	Santa Maria-Lompoc, CA	07/02/2003	207	American General Media	Lompoc, CA	Santa Barbara
KIDI	FM	105.5	C	Spn/Spn/VH	Santa Maria-Lompoc, CA	07/02/2003	207	Emerald Wave Media	Guadalupe, CA	Santa Barbara
KPAT	FM	95.7	C	HpHop/R&B	Santa Maria-Lompoc, CA	07/02/2003	207	American General Media	Orcutt, CA	Santa Barbara
KRTO	FM	105.1	C	Spanish AC	Santa Maria-Lompoc, CA	07/02/2003	207	Emerald Wave Media	Lompoc, CA	Santa Barbara
KSMY	FM	106.7	C	Mexican	Santa Maria-Lompoc, CA	07/02/2003	207	p Clear Channel	Lompoc, CA	Santa Barbara
KRAZ	FM	105.9	C	Country	Santa Barbara, CA	07/02/2003	211	Knight Broadcasting Inc	Santa Ynez, CA	Santa Barbara
KRQZ	FM	91.5	NC	Christian	Santa Maria-Lompoc, CA	07/02/2003	207	Trinity Church of the Nazarene	Lompoc, CA	Santa Barbara
KGDP	FM	90.5	NC	Chrst/Talk	Santa Maria-Lompoc, CA	03/10/2005	207	People of Action	Santa Maria, CA	Santa Barbara
KHFR	FM	89.7	NC	Religion	Santa Maria-Lompoc, CA	06/15/2005	207	Family Stations Inc	Santa Maria, CA	Santa Barbara
KLWG	FM	88.1	NC	Religion	Santa Maria-Lompoc, CA	06/01/2005	207	Calvary Chapel of Lompac	Lompoc, CA	Santa Barbara

Number of Stations in Geographic Market 20

Previous Stations in Geographic Market

"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed