

PURCHASE AGREEMENT

This agreement, by and between MediaWest Inc, an Ohio corporation, and The Promise Partnership, a partnership formed in the state of Kentucky, is made this 10th day of December, 2002 at Cincinnati, Ohio.

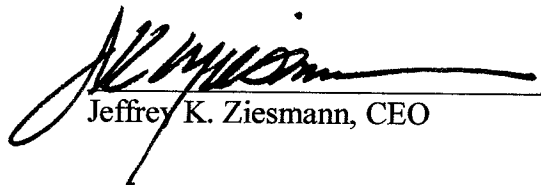
The parties agree as follows:

- 1) MediaWest, Inc. will purchase the assets of radio station WWXL at Manchester, Kentucky from The Promise Partnership for seventy-five thousand dollars (\$75,000.00) cash.
- 2) These assets are agreed to include the FCC license of WWXL, all equipment making up the broadcasting apparatus of the station, all receivables and goodwill.
- 3) MediaWest, Inc. assumes no debts or other liabilities of The Promise Partnership.
- 4) There is no real estate involved in this transaction. The land on which the WWXL transmitter is located is owned by Michael Baase, the general partner in The Promise Partnership. Mr. Baase will retain ownership of this land, and will grant to MediaWest, Inc. a long -term lease allowing for it's continued use by WWXL.

Final closing on this transaction is contingent upon FCC approval of the assignment of WWXL by the Federal Communications Commission from The Promise Partnership to MediaWest Incorporated.

The parties assert that this document is their entire agreement, and that it shall be binding on their heirs, assigns, and successors.

Accepted by MediaWest, Inc.



Jeffrey K. Ziesmann, CEO

Accepted by The Promise Partnership



Michael R. Baase, General Partner