

**RADIO MARKET ANALYSIS**  
**KLIF LICO, INC.**  
**KLIF – DALLAS, TEXAS**  
**KRBE LICO, INC.**  
**KTCK – DALLAS, TEXAS**  
**KTDK – SANGER, TEXAS**  
**KGVL/KIKT – GREENVILLE/COOPER, TEXAS**  
**KKLF – RICHARDSON, TEXAS**  
**KPLX LICO, INC.**  
**KPLX – FORT WORTH, TEXAS**  
**TEXAS STAR RADIO, INC.**  
**KDBN – HALTOM CITY, TEXAS**  
**December 2007**

**TECHNICAL STATEMENT**

1. This technical statement and attached exhibits were prepared in support of transfer of control applications filed by KLIF Lico, Inc., licensee of KLIF, 570 kHz, Dallas, Texas; KRBE Lico, Inc., licensee of KTCK, 1310 kHz, Dallas; KIKT<sup>1</sup>, Channel 228A and KGVL, 1400 kHz, Greenville; KTDK, Channel 281C3, Sanger; and KKLF, 1700 kHz, Richardson, Texas; KPLX Lico, Inc., KPLX, Channel 258C, Fort Worth, Texas; and Texas Star Radio, Inc.,<sup>2</sup> licensee of KDBN, Channel 227C2, Haltom City, Texas.

2. KTCK, KLIF, KPLX, KTDK, KDBN and KKLF are each authorized in communities within metro counties in the Dallas-Fort Worth, Texas Arbitron Market. KGVL and KIKT are licensed to non-metro counties outside the Dallas-Forth Worth, Texas market and are not considered “home” to the market. Therefore, this review will verify compliance of commonly owned stations in both rated and non-rated markets.

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<sup>1</sup> KIKT is presently licensed to a community in a non-metro county. There is also an outstanding construction permit to relocate and change its community of license of KIKT from Greenville, Texas to Cooper, Texas (BPH-20061005ADV). At its authorized CP site and new community, KIKT will remain a non-metro station.

<sup>2</sup> KLIF Lico, Inc.; KRBE Lico, Inc.; KPLX Lico, Inc. and Texas Star Radio, Inc., are all indirect wholly-owned subsidiaries of Cumulus Media Partners, LLC (“CMP”).

## **DALLAS-FORTH WORTH, TEXAS ARBITRON/BIA MARKET REVIEW**

3. As shown on Exhibit #1, there are eighty-three AM and FM (commercial and non-commercial) stations listed in the Dallas-Forth Worth, Texas Arbitron Market. The proposed transferees would be in control of three FM and three AM stations in the market. The number of stations indicated falls in the forty-five or more stations tier of §73.3555(a)(1)(i) of the Commission's rules. At this level, common ownership or control of up to eight stations, with no more than five in the same service, is permissible. Therefore, the proposed transferees are in compliance in the Dallas-Forth Worth, Texas market.

## **REVISED CONTOUR OVERLAP ANALYSIS**

4. Since KGVL and KIKT (license and permit) are non-metro stations, a study has been conducted to verify that the proposed transfer of control of these facilities is in compliance with the Commission's multiple ownership rules. The city grade contours of all the subject stations are shown on Exhibit #2. As noted, the locations of the city grade contours of the non-metro stations, in conjunction with the rated market stations, create two distinct radio markets requiring review. Market #1 consists of AM stations KGVL, KLIF, KTCK and KKLK and FM station KIKT (license). Market #2 consists of AM station KGVL and FM station KIKT (permit).

5. Since the contour of station KGVL is a subject station in each market, its contour will be used to determine the number of other stations in those markets to which the subject stations will be added. No stations with transmitters located more than 92.0 kilometers from the boundary of the common overlap of subject stations will be considered. Further, no other facility controlled by CMP will be considered as a market contributor, unless it is a subject station in the pertinent radio market under study.

6. Exhibit #3 is a depiction of the AM and FM stations (commercial and non-commercial) providing service to the KGVV/Radio Market. A total of eleven stations are depicted. Exhibit #4 is a tabulation of the stations in Radio Market #1; a total of sixteen is shown when the five subject stations are added.<sup>3</sup> The number of stations depicted falls in the fifteen to twenty-nine fewer stations tier of 73.3555(a)(1)(iii) of the Commission's rules. Therefore, the proposed transferees are in compliance in Market #1.

7. Exhibit #5 is a tabulation of the stations in Radio Market #2; a total of thirteen when the two subject stations are added.<sup>4</sup> The number of stations in Markets #2 in the fourteen or fewer stations tier of 73.3555(a)(1)(iv) of the Commission's rules. At this level, common ownership or control of up to five stations, with no more than three in the same service, is permissible, provided the number of stations to be commonly held does not exceed 50% of the stations in the market. Therefore, the proposed transferees are in compliance in Market #2.

8. Based on the compliance shown in both the rated and non-rated markets, the proposed transfer of control is in compliance with the Commission's rules, pursuant to §73.3555, with regard to the markets reviewed.

9. The foregoing technical statement was prepared on behalf of KLIF Lico, Inc., KRBE Lico, Inc., KPLX Lico, Inc., and Texas Star Radio, Inc., by Graham Brock, Inc., Technical Consultants. All information contained herein is true and accurate to the best of our belief and

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<sup>3</sup> While there many are other stations contributing service to the market, they are not considered because the stations identified herein are sufficient to demonstrate compliance with the rules based on the number of stations which will be commonly-owned as a result of the proposed transaction.

<sup>4</sup> See Footnote 3, *supra*.

knowledge. All data relating to AM and FM facilities in the relevant BIA/Arbitron market was determined using the BIA Financial Network, Inc. Media Access Pro, Version 4.2 BIA database. Technical data related to AM and FM facilities was extracted from the Commission's CDBS database. We assume no liability for errors or omissions in either database which may be adverse to the information contained herein.





## FCC Geographic Market Definition for Dallas-Ft. Worth, TX

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KTCK	AM	1310	C	Sprts/Talk	Dallas-Ft. Worth, TX	07/02/2003	5	Cumulus Media Partners LLC	Dallas, TX	Dallas
KZPS	FM	92.5	C	Clsc Rock	Dallas-Ft. Worth, TX	07/02/2003	5	p Clear Channel	Dallas, TX	Dallas
KLAK	FM	97.5	C	AC	Dallas-Ft. Worth, TX	06/30/2006	5	NextMedia Group Inc	Durant, OK	Bryan
KBEC	AM	1390	C	Country	Dallas-Ft. Worth, TX	07/02/2003	5	F & R Tuck Inc	Waxahachie, TX	Ellis
KCLE	AM	1140	C	Country	Dallas-Ft. Worth, TX	07/02/2003	5	M&M Broadcasters Ltd	Cleburne, TX	Johnson
KTNO	AM	1440	C	Span/Chrst	Dallas-Ft. Worth, TX	07/02/2003	5	Mortenson Broadcasting Company Incorporated	University Park, TX	Dallas
KDGE	FM	102.1	C	Alternative	Dallas-Ft. Worth, TX	07/02/2003	5	p Clear Channel	Fort Worth-Dallas, TX	Tarrant
KZMP	FM	104.9	C	Span/Chrst	Dallas-Ft. Worth, TX	07/02/2003	5	Liberman Broadcasting Inc	Pilot Point, TX	Denton
KEGL	FM	97.1	C	Span/Oldes	Dallas-Ft. Worth, TX	07/02/2003	5	p Clear Channel	Fort Worth, TX	Tarrant
KESN	FM	103.3	C	Sports	Dallas-Ft. Worth, TX	07/02/2003	5	ABC/Disney	Allen, TX	Collin
KLTY	FM	94.9	C	ChrsContem	Dallas-Ft. Worth, TX	07/02/2003	5	Salem Communications Corporation	Arlington, TX	Tarrant
KFJZ	AM	870	C	Tejano	Dallas-Ft. Worth, TX	07/02/2003	5	p SIGA Broadcasting Corporation	Fort Worth, TX	Tarrant
KNOR	FM	93.7	C	Mexican	Dallas-Ft. Worth, TX	07/02/2003	5	Liberman Broadcasting Inc	Krum, TX	Denton
KFCD	AM	990	C	Talk	Dallas-Ft. Worth, TX	07/02/2003	5	p Principle Broadcasting Network LLC	Farmersville, TX	Collin
KHVN	AM	970	C	Gospel	Dallas-Ft. Worth, TX	07/02/2003	5	Mortenson Broadcasting Company Incorporated	Fort Worth, TX	Tarrant
KATH	AM	910	C	Chrst/Talk	Dallas-Ft. Worth, TX	07/02/2003	5	Chatham Hill Foundation Inc	Frisco, TX	Denton
KHKS	FM	106.1	C	CHR	Dallas-Ft. Worth, TX	07/02/2003	5	p Clear Channel	Denton, TX	Denton
KWRD	FM	100.7	C	Chrst/Talk	Dallas-Ft. Worth, TX	08/02/2003	5	Salem Communications Corporation	Highland Village, TX	Denton
KKDA	AM	730	C	Urban	Dallas-Ft. Worth, TX	07/02/2003	5	Service Broadcasting Group LLC	Grand Prairie, TX	Dallas
KKDA	FM	104.5	C	Urban	Dallas-Ft. Worth, TX	07/02/2003	5	Service Broadcasting Group LLC	Dallas, TX	Dallas
KLUV	FM	98.7	C	Oldies	Dallas-Ft. Worth, TX	07/02/2003	5	CBS Radio	Dallas, TX	Dallas
KNIT	AM	1480	C	Sothn Gspel	Dallas-Ft. Worth, TX	07/02/2003	5	Hilliard, James C	Dallas, TX	Dallas
KJJK	FM	100.3	C	Jack	Dallas-Ft. Worth, TX	07/02/2003	5	CBS Radio	Dallas, TX	Dallas
KDMX	FM	102.9	C	AC	Dallas-Ft. Worth, TX	07/02/2003	5	p Clear Channel	Dallas, TX	Dallas
KZMP	AM	1540	C	Span/Rncha	Dallas-Ft. Worth, TX	07/02/2003	5	Liberman Broadcasting Inc	University Park, TX	Dallas
KMVK	FM	107.5	C	Rhymc/AC	Dallas-Ft. Worth, TX	07/02/2003	5	CBS Radio	Fort Worth, TX	Tarrant
KPIR	AM	1420	C	Country	Dallas-Ft. Worth, TX	07/02/2003	5	BBC Broadcasting	Granbury, TX	Hood
KPLX	FM	99.5	C	Country	Dallas-Ft. Worth, TX	07/02/2003	5	Cumulus Media Partners LLC	Fort Worth, TX	Tarrant
KLLI	FM	105.3	C	Talk	Dallas-Ft. Worth, TX	07/02/2003	5	CBS Radio	Dallas, TX	Dallas
KRLD	AM	1080	C	News	Dallas-Ft. Worth, TX	07/02/2003	5	CBS Radio	Dallas, TX	Dallas
KJON	AM	850	C	Spn/Cst/Tlk	Dallas-Ft. Worth, TX	07/02/2003	5	Chatham Hill Foundation Inc	Carrollton, TX	Collin
KSCS	FM	96.3	C	Country	Dallas-Ft. Worth, TX	07/02/2003	5	Citadel/ABC	Fort Worth, TX	Tarrant
KFLC	AM	1270	C	Spn/Tlk/Spt	Dallas-Ft. Worth, TX	07/02/2003	5	Univision	Fort Worth, TX	Tarrant

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

"p" indicates pending sale to owner listed



## FCC Geographic Market Definition for Dallas-Ft. Worth, TX

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KPYK	AM	1570	C	Big Band	Dallas-Ft. Worth, TX	07/02/2003	5	Mohnkern Electronics	Terrell, TX	Kaufman
KRVF	FM	106.9	C	Country	Dallas-Ft. Worth, TX	07/02/2003	5	LKCM Radio Group LP	Kerens, TX	Kaufman
KRVA	AM	1600	C	Ethnic	Dallas-Ft. Worth, TX	07/02/2003	5	Mortenson Broadcasting Company Incorporated	Cockrell Hill, TX	Dallas
KSOC	FM	94.5	C	Urban	Dallas-Ft. Worth, TX	07/02/2003	5	Radio One Inc	Gainesville, TX	Cooke
KVCE	AM	1160	C	Talk	Dallas-Ft. Worth, TX	07/02/2003	5	Dallas Broadcasting LLC	Highland Park, TX	Dallas
KVIL	FM	103.7	C	Christmas	Dallas-Ft. Worth, TX	07/02/2003	5	CBS Radio	Highland Park-Dallas, TX	Dallas
KBOC	FM	98.3	C	Mexican	Dallas-Ft. Worth, TX	07/02/2003	5	Liberman Broadcasting Inc	Bridgeport, TX	Wise
KMKI	AM	620	C	Family Hits	Dallas-Ft. Worth, TX	07/02/2003	5	ABC/Disney	Plano, TX	Collin
KRNB	FM	105.7	C	Rhythm/Blu	Dallas-Ft. Worth, TX	07/02/2003	5	Service Broadcasting Group LLC	Decatur, TX	Wise
KESS	FM	107.9	C	Mexican	Dallas-Ft. Worth, TX	07/02/2003	5	Univision	Lewisville, TX	Denton
KMNY	AM	1360	C	Bus News	Dallas-Ft. Worth, TX	07/02/2003	5	Multicultural Radio Broadcasting Inc	Hurst, TX	Tarrant
KFWR	FM	95.9	C	Country	Dallas-Ft. Worth, TX	07/02/2003	5	LKCM Radio Group LP	Mineral Wells, TX	Palo Pinto
KZEE	AM	1220	C	Ethnc/Gospl	Dallas-Ft. Worth, TX	07/02/2003	5	Tarrant Radio Broadcasting Inc	Weatherford, TX	Parker
KBFB	FM	97.9	C	Hip Hop	Dallas-Ft. Worth, TX	07/02/2003	5	Radio One Inc	Dallas, TX	Dallas
KTYS	FM	96.7	C	Country	Dallas-Ft. Worth, TX	07/02/2003	5	Citadel/ABC	Flower Mound, TX	Denton
KHFX	AM	1460	C	Sports	Dallas-Ft. Worth, TX	07/02/2003	5	M&M Broadcasters Ltd	Burleson, TX	Johnson
WBAP	AM	820	C	News/Talk	Dallas-Ft. Worth, TX	07/02/2003	5	Citadel/ABC	Fort Worth, TX	Tarrant
KLIF	AM	570	C	Talk	Dallas-Ft. Worth, TX	07/02/2003	5	Cumulus Media Partners LLC	Dallas, TX	Dallas
WRR	FM	101.1	C	Classical	Dallas-Ft. Worth, TX	07/02/2003	5	City of Dallas	Dallas, TX	Dallas
KDFT	AM	540	C	Span/Chrst	Dallas-Ft. Worth, TX	07/02/2003	5	Multicultural Radio Broadcasting Inc	Ferris, TX	Dallas
KFZO	FM	99.1	C	Reggaeton	Dallas-Ft. Worth, TX	07/02/2003	5	Univision	Denton, TX	Denton
KTCY	FM	101.7	C	Span/Oldes	Dallas-Ft. Worth, TX	07/02/2003	5	Liberman Broadcasting Inc	Azle, TX	Tarrant
KLNO	FM	94.1	C	Span/Oldes	Dallas-Ft. Worth, TX	07/02/2003	5	Univision	Fort Worth, TX	Tarrant
KDXX	FM	107.1	C	Mexican	Dallas-Ft. Worth, TX	07/02/2003	5	Univision	Benbrook, TX	Tarrant
KZZA	FM	106.7	C	Reggaeton	Dallas-Ft. Worth, TX	07/02/2003	5	Liberman Broadcasting Inc	Muenster, TX	Cooke
KAAM	AM	770	C	AdStd/Nstlg	Dallas-Ft. Worth, TX	07/02/2003	5	Crawford, Donald, Jr.	Garland, TX	Dallas
KFXR	AM	1190	C	Country	Dallas-Ft. Worth, TX	07/02/2003	5	p Clear Channel	Dallas, TX	Dallas
KSKY	AM	660	C	News/Talk	Dallas-Ft. Worth, TX	07/02/2003	5	Salem Communications Corporation	Balch Springs, TX	Dallas
KTDK	FM	104.1	C	Sprts/Talk	Dallas-Ft. Worth, TX	07/02/2003	5	Cumulus Media Partners LLC	Sanger, TX	Denton
KGGR	AM	1040	C	Gospel	Dallas-Ft. Worth, TX	07/02/2003	5	Mortenson Broadcasting Company Incorporated	Dallas, TX	Dallas
KHYI	FM	95.3	C	Amerc/Cntry	Dallas-Ft. Worth, TX	07/02/2003	5	Metro Broadcasters-TX Inc	Howe, TX	Grayson
KDBN	FM	93.3	C	Clsc Rock	Dallas-Ft. Worth, TX	07/02/2003	5	Cumulus Media Partners LLC	Haltom City, TX	Tarrant
KKLF	AM	1700	C	Talk	Dallas-Ft. Worth, TX	03/15/2005	5	Cumulus Media Partners LLC	Richardson, TX	Dallas

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

"p" indicates pending sale to owner listed





## FCC Geographic Market Definition for Dallas-Ft. Worth, TX

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KXEZ	FM	92.1	C	Country	Dallas-Ft. Worth, TX	07/02/2003	5	Metro Broadcasters-TX Inc	Farmersville, TX	Collin
KCBI	FM	90.9	NC	ChrsContem	Dallas-Ft. Worth, TX	07/02/2003	5	Criswell College	Dallas, TX	Dallas
KDKR	FM	91.3	NC	Religion	Dallas-Ft. Worth, TX	07/02/2003	5	CSN International	Decatur, TX	Wise
KEOM	FM	88.5	NC	Educational	Dallas-Ft. Worth, TX	07/02/2003	5	Mesquite Independent School District	Mesquite, TX	Dallas
KERA	FM	90.1	NC	Nws/Tlk/Inf	Dallas-Ft. Worth, TX	07/02/2003	5	North Texas Public Broadcasting Inc	Dallas, TX	Dallas
KJCR	FM	88.3	NC	ChrsContem	Dallas-Ft. Worth, TX	07/02/2003	5	Southwestern Adventist University	Keene, TX	Johnson
KSQX	FM	89.1	NC	Oldies	Dallas-Ft. Worth, TX	07/02/2003	5	CSSI Non Profit Educational Broadcasting	Springtown, TX	Parker
KNON	FM	89.3	NC	Variety	Dallas-Ft. Worth, TX	07/02/2003	5	Agape Broadcasting Foundation Inc	Dallas, TX	Dallas
KNTU	FM	88.1	NC	Jazz/Clsc	Dallas-Ft. Worth, TX	07/02/2003	5	University of North Texas	McKinney, TX	Collin
KTCU	FM	88.7	NC	Variety	Dallas-Ft. Worth, TX	07/02/2003	5	Texas Christian University	Fort Worth, TX	Tarrant
KVRK	FM	89.7	NC	Chrst/Rock	Dallas-Ft. Worth, TX	07/02/2003	5	Research Educational Foundation	Sanger, TX	Denton
KVTT	FM	91.7	NC	Chrst/Talk	Dallas-Ft. Worth, TX	07/02/2003	5	Covenant Educational Media Inc	Dallas, TX	Dallas
KYQX	FM	89.5	NC	Soft Rock	Dallas-Ft. Worth, TX	07/02/2003	5	CSSI Non Profit Educational Broadcasting	Weatherford, TX	Parker
KKGM	AM	1630	C	Gospel	Dallas-Ft. Worth, TX	07/02/2003	5	Mortenson Broadcasting Company Incorporated	Ft. Worth, TX	Tarrant
KMQX	FM	88.5	NC	Oldies	Dallas-Ft. Worth, TX	11/24/2003	5	CSSI Non Profit Educational Broadcasting	Weatherford, TX	Parker
KHSE	AM	700	C	Ethnic	Dallas-Ft. Worth, TX	10/20/2004	5	p Principle Broadcasting Network LLC	Wylie, TX	Collin
KTXG	FM	90.5	NC	Christian	Dallas-Ft. Worth, TX	11/05/2007	5	American Family Association Incorporated	Greenville, TX	Hunt

Number of Stations in Geographic Market 83

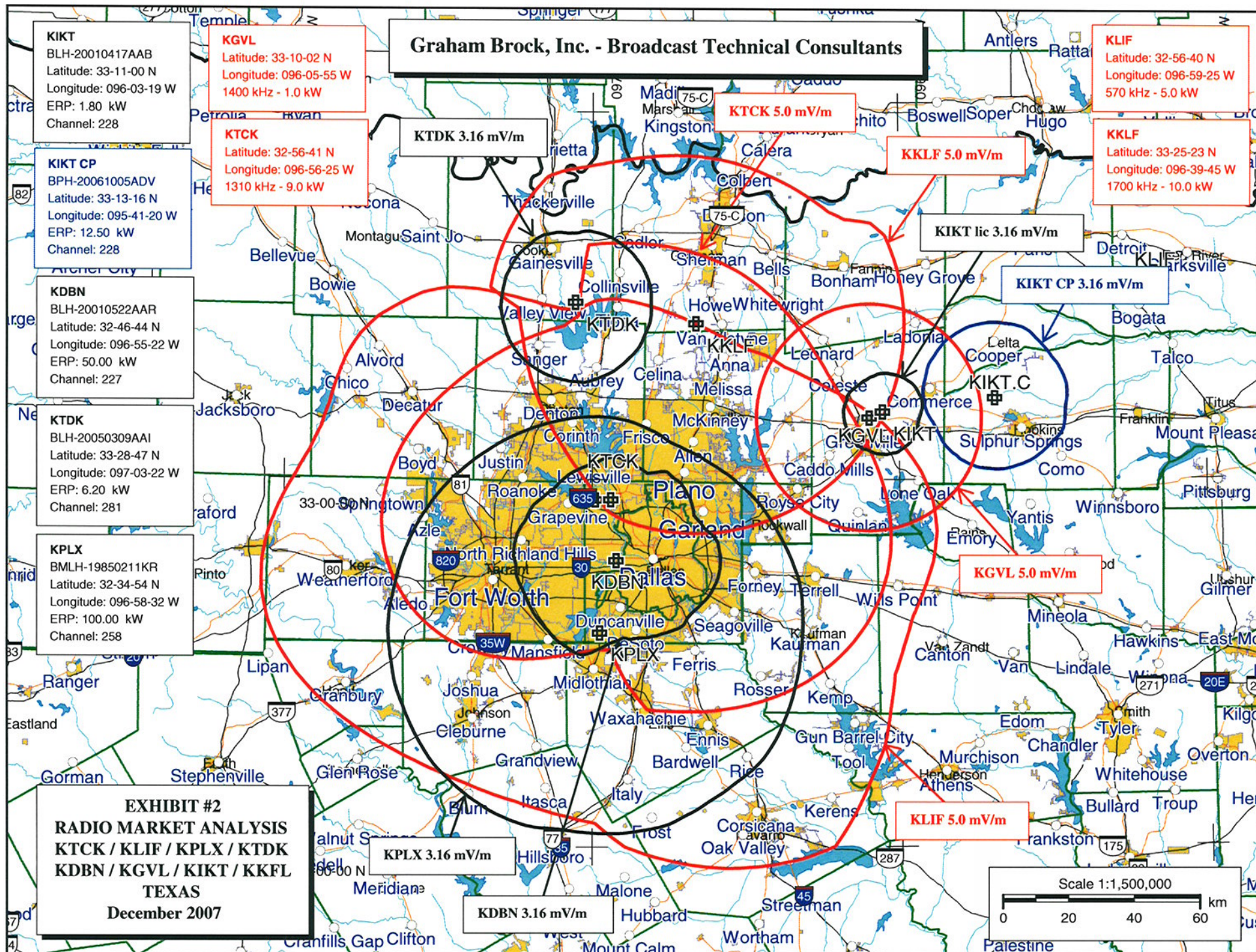
### Previous Stations in Geographic Market

KTFW	FM	92.1	C	Country		01/26/2006	0	LKCM Radio Group LP	Glen Rose, TX	Somervell
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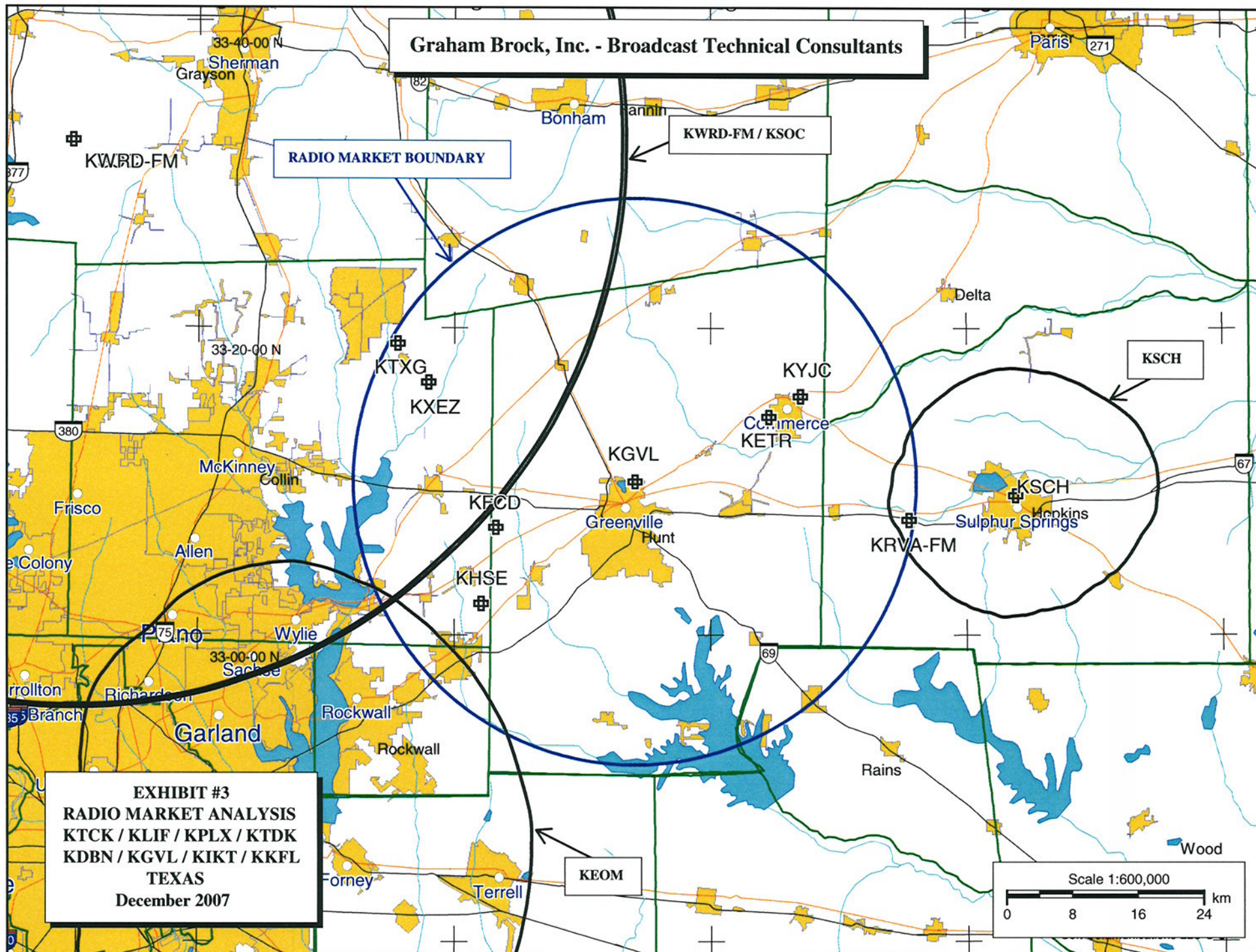
"C" - Commercial Station; "NC" - Non Commercial Station

"p" indicates pending sale to owner listed









**RADIO MARKET ANALYSIS**  
**KLIF LICO, INC./KRBE LICO, INC.**  
**KPLX LICO, INC./TEXAS STAR RADIO, INC.**  
**DALLAS- FORT WORTH, TEXAS**  
**December 2007**

**EXHIBIT #4**

**Tabulation of Stations in Radio Market #1**

**AM Stations**

* KLIF	570 kHz	Dallas, Texas
KHSE	700 kHz	Wylie, Texas
KFCD	990 kHz	Farmersville, Texas
* KTCK	1310 kHz	Dallas, Texas
* KGVL	1400 kHz	Greenville, Texas
* KKLf	1700 kHz	Richardson, Texas

Total AM Stations - 6

**FM Stations**

+ KEOM	Ch 203C1	Mesquite, Texas
KETR	Ch 205C1	Commerce, Texas
KTGX	Ch 213C1	Greenville, Texas
KYJC	Ch 217A	Commerce, Texas
KXEZ	Ch 221A	Farmersville, Texas
* KIKT (lic)	Ch 228A	Greenville, Texas
+ KSOC	Ch 233C	Gainesville, Texas
+ KSCH	Ch 240A	Sulphur Springs, Texas
+ KWRD-FM	Ch 264C	Highland Village, Texas
KRVA-FM	Ch 296A	Campbell, Texas

Total FM Stations - 10

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 16**

- \* Subject station.
- + Station provides city grade service to market.



**RADIO MARKET ANALYSIS**  
**KLIF LICO, INC./KRBE LICO, INC.**  
**KPLX LICO, INC./TEXAS STAR RADIO, INC.**  
**DALLAS- FORT WORTH, TEXAS**  
**December 2007**

**EXHIBIT #5**

**Tabulation of Stations in Radio Market #2**

	KHSE	700 kHz	Wylie, Texas
	KFCD	990 kHz	Farmersville, Texas
*	KGVL	1400 kHz	Greenville, Texas

Total AM Stations - 3

**FM Stations**

+	KEOM	Ch 203C1	Mesquite, Texas
	KETR	Ch 205C1	Commerce, Texas
	KTXG	Ch 213C1	Greenville, Texas
	KYJC	Ch 217A	Commerce, Texas
	KXEZ	Ch 221A	Farmersville, Texas
*	KIKT (CP)	Ch 228C3	Cooper, Texas
+	KSOC	Ch 233C	Gainesville, Texas
+	KSCH	Ch 240A	Sulphur Springs, Texas
+	KWRD-FM	Ch 264C	Highland Village, Texas
	KRVA-FM	Ch 296A	Campbell, Texas

Total FM Stations - 10

**GRAND TOTAL OF STATIONS CONSIDERED IN STUDY - 13**

- \* Subject station.
- + Station provides city grade service to market.

**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

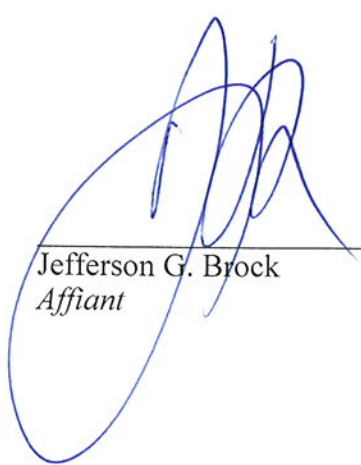
*State of Georgia    )*  
*St. Simons Island    ) ss:*  
*County of Glynn    )*

**JEFFERSON G. BROCK,** being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by KLIF Lico, Inc., KRBE Lico, Inc., KPLX Lico, Inc., to prepare the attached Technical Exhibit.


His qualifications are a matter of record before the Federal Communications Commission. He has been active in Broadcast Engineering since 1979.

The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

*This the 5th day of December 2007.*

  
\_\_\_\_\_  
Jefferson G. Brock  
Affiant

*Sworn to and subscribed before me  
this the 5th day of December 2007*

  
\_\_\_\_\_  
Notary Public, State of Georgia  
My Commission Expires: March 18, 2011