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July 8, 2003

David A. Persing, Esq.
Big City Radio, Inc.
One Meadowlands Plaza - 6th Floor
East Rutherford, NJ 07073-2137

RECEIVED
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DAVID A. PERSING

Re: Big City Radio, Inc. (the "Company")

Dear David:

As you know, this firm represents an ad-hoc committee of holders (the "Noteholders") of the Company's 11-1/4% Senior Discount Notes due 2005 dated as of March 17, 1998 (the "Notes"). On or about October 16, 2002, the Notes were accelerated and all outstanding principal of, premium, if any, and accrued but unpaid interest on the Notes was declared to be immediately due and payable. Thereafter, the Company and the Noteholders entered into a series of forbearance agreements pursuant to which, among other things, the Noteholders agreed to forbear from taking, initiating or continuing any action to enforce the Company's payment obligations under the Notes in return for the agreement of the Company to sell substantially all of its broadcast assets in an amount sufficient to satisfy the Notes. The precise terms and conditions of the forbearance agreement are set forth in the agreement dated as of November 13, 2002, as amended as of January 14, 2003, and as further amended as of March 28, 2003. There is currently no forbearance arrangement in place.

It is our understanding that the Company has now consummated agreements to sell substantially all of its assets and that, to date, the Company has received consideration totaling \$194,875,000 in cash and 3.77 million shares of Entravision Communications Corporation Class A Common Stock worth an estimated \$43,732,000.¹ Of the cash amount, payments totaling \$189.9 million have been made by the Company to the indenture trustee for the Notes (the "Trustee"). As of the date of this letter, the Trustee has informed the Noteholders that approximately \$6.5 million (the "Outstanding Amount") remains due and owing on the Notes. The Outstanding Amount does not include additional amounts for interest on overdue installments of interest, as specified in the Indenture, and other amounts that may now be due and owing to the Noteholders as a result of the expiration of the forbearance agreement. In

¹ The value of Entravision Communications Corporation Class A Common Stock is based on the July 8, 2003 closing price of \$11.60 per share.

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addition, the Company has failed to pay several open invoices for services rendered by counsel to the Noteholders. The Company's failure to pay the remaining outstanding balance on the Notes and to pay the invoices of counsel to the Noteholders is in direct contravention of the express agreements between the Company and the Noteholders and is contrary to numerous public statements made by the Company over the past several months. See generally, Form 10-Q (March 31, 2003), Form DEF 14C (March 13, 2003), Form PRE 14C (January 22, 2003), Form 10-K (December 31, 2002) and Form 10-Q (September 30, 2002).

Please be advised that unless the Trustee receives immediate payment of the Outstanding Amount and Noteholder's counsel receives immediate payment of its outstanding invoices on or before the close of business July 18, 2003, the Trustee and/or the Noteholders will take all actions permitted under the Notes, the Indenture and/or applicable law. The Noteholders' failure at this time to exercise any rights or remedies, (a) is without prejudice to the exercise of any of such rights or remedies in the future, and (b) is not, and shall not be deemed to be, a waiver of any defaults or events of default.

Sincerely,



Robert T. Schmidt

cc: Patricia Kapsch, U.S. Bank N.A.
Michael Fisco, Esq., Faegre & Benson LLP
David Cohen, Farallon Capital Partners
Thomas Musante, AIG Global Investment Corp.
Susan Tolson, Capital Research & Management Co.
Shannon Ward, AIG Global Investment Corp.