

Bakersfield Market

The Company, through Lotus Bakersfield Corp., owns and operates two AM and two FM stations licensed to the Bakersfield market and proposes to acquire KDFO, Bakersfield, a FM station.

Following closing, the Company will control five full-time stations in the market, namely:

KWAC (AM), Bakersfield
KCHJ (AM), Delano
KDFO (FM), Bakersfield
KPSL-FM, Bakersfield
KIWI (FM), McFarland

There are an additional 38 stations in the market according to the attached BIA report entitled "FCC Geographic Market Definition for Bakersfield, CA".



FCC Geographic Market Definition for Bakersfield, CA

Call Letters	AM/FM	Type	Freq	Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KBFP	AM	C	800	C	Mexican	Bakersfield, CA	07/02/2003	77	p Aloha Station Trust LLC	Bakersfield, CA	Kern
KBKO	FM	C	98.5	C	Country	Bakersfield, CA	07/02/2003	77	p Lotus Communications Corp	Delano, CA	Kern
KCNQ	FM	C	102.5	C	Country	Bakersfield, CA	07/02/2003	77	Bohn, Robert & Katherine	Kernville, CA	Kern
KPSL	FM	C	92.1	C	Spanish AC	Bakersfield, CA	07/02/2003	77	Lotus Communications Corp	Bakersfield, CA	Kern
KAFY	AM	C	1100	C	Mexican	Bakersfield, CA	07/02/2003	77	Gomez, Nelson F.	Bakersfield, CA	Kern
KCHJ	AM	C	1010	C	Span/Oldes	Bakersfield, CA	07/02/2003	77	Lotus Communications Corp	Delano, CA	Kern
KDFO	FM	C	96.5	C	Clsc Rock	Bakersfield, CA	07/02/2003	77	p Aloha Station Trust LLC	Bakersfield, CA	Kern
KERI	AM	C	1180	C	Cst/Tlk/Edu	Bakersfield, CA	07/02/2003	77	American General Media	Wasco-Greenacres, CA	Kern
KERN	AM	C	1410	C	Nws/Tlk/Spt	Bakersfield, CA	07/02/2003	77	American General Media	Bakersfield, CA	Kern
KGEO	AM	C	1230	C	Talk/Spts	Bakersfield, CA	07/02/2003	77	American General Media	Bakersfield, CA	Kern
KGFM	FM	C	101.5	C	Soft Rock	Bakersfield, CA	07/02/2003	77	American General Media	Bakersfield, CA	Kern
KUZZ	FM	C	107.9	C	Country	Bakersfield, CA	07/02/2003	77	Owens One Company Inc	Bakersfield, CA	Kern
KLLY	FM	C	95.3	C	Hot AC	Bakersfield, CA	07/02/2003	77	Buckley Broadcasting Corporation	Oil Dale, CA	Kern
KLHC	AM	C	1350	C	Span/Chrst	Bakersfield, CA	07/02/2003	77	Gore-Overgaard Broadcasting Inc	Bakersfield, CA	Kern
KSMJ	FM	C	97.7	C	Lite Rock	Bakersfield, CA	07/02/2003	77	Buckley Broadcasting Corporation	Shafter, CA	Kern
KOSS	AM	C	1380	C	News/Talk	Bakersfield, CA	02/11/2008	77	Point Broadcasting Company	Lancaster, CA	Kern
KNZR	AM	C	1580	C	Nws/Tlk/Inf	Bakersfield, CA	07/02/2003	77	Buckley Broadcasting Corporation	Bakersfield, CA	Los Angeles
KISV	FM	C	94.1	C	Urb/R&B/H/H	Bakersfield, CA	07/02/2003	77	American General Media	Bakersfield, CA	Kern
KUZZ	AM	C	550	C	Country	Bakersfield, CA	07/02/2003	77	Owens One Company Inc	Bakersfield, CA	Kern
KQAB	AM	C	1140	C	Talk	Bakersfield, CA	07/02/2003	77	Bohn, Robert & Katherine	Bakersfield, CA	Kern
KWAC	AM	C	1490	C	Spr/Tlk/Spt	Bakersfield, CA	07/02/2003	77	Lotus Communications Corp	Lake Isabella, CA	Kern
KBFP	FM	C	105.3	C	Mexican	Bakersfield, CA	07/02/2003	77	p Aloha Station Trust LLC	Bakersfield, CA	Kern
KJPG	AM	C	1050	NC	Religion	Bakersfield, CA	07/02/2003	77	IHR Educational Broadcasting	Delano, CA	Kern
KRAB	FM	C	106.1	C	AOR	Bakersfield, CA	07/02/2003	77	p Aloha Station Trust LLC	Frazier Park, CA	Kern
KMYX	FM	C	92.5	C	Mexican	Bakersfield, CA	07/02/2003	77	Radio Campesina Inc	Greenacres, CA	Kern
KSRY	FM	C	103.1	C	Modern AC	Bakersfield, CA	07/02/2003	77	p Aloha Station Trust LLC	Arvin, CA	Kern
KIWI	FM	C	102.9	C	Mexican	Bakersfield, CA	07/02/2003	77	Lotus Communications Corp	Tehachapi, CA	Kern
KKBB	FM	C	99.3	C	Rhymc/Olde	Bakersfield, CA	07/02/2003	77	Buckley Broadcasting Corporation	McFarland, CA	Kern
KCWR	FM	C	107.1	C	Country	Bakersfield, CA	07/02/2003	77	Owens One Company Inc	Bakersfield, CA	Kern
KVLI	FM	C	104.5	C	Oldies	Bakersfield, CA	07/02/2003	77	Bohn, Robert & Katherine	Lake Isabella, CA	Kern
KHTY	AM	C	970	C	Spr/Nws/Tlk	Bakersfield, CA	07/02/2003	77	p Aloha Station Trust LLC	Bakersfield, CA	Kern
KEBT	FM	C	96.9	C	Rhymc/Olde	Bakersfield, CA	07/26/2006	77	American General Media	Lost Hills, CA	Kern
KXXX	FM	C	93.1	C	Clsc Hits	Bakersfield, CA	07/02/2003	77	American General Media	Shafter, CA	Kern
KBDS	FM	C	103.9	C	RhyBl/HpHo	Bakersfield, CA	07/02/2003	77	Radio Campesina Inc	Taft, CA	Kern

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

"p" indicates pending sale to owner listed



FCC Geographic Market Definition for Bakersfield, CA

Call Letters	AM/FM	Type	Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
KAXL	FM	88.3	NC	AC/Inspr	Bakersfield, CA	07/02/2003	77	Skyride Unlimited Inc	Greenacres, CA	Kern
KFRB	FM	91.3	NC	Religion	Bakersfield, CA	07/02/2003	77	Family Stations Inc	Bakersfield, CA	Kern
KGZO	FM	90.9	NC	Chrst/Span	Bakersfield, CA	07/02/2003	77	Association for Community Education	Shafter, CA	Kern
KPRX	FM	89.1	NC	Clsd/NPR	Bakersfield, CA	07/02/2003	77	White Ash Broadcasting Inc	Bakersfield, CA	Kern
KTQX	FM	90.1	NC	Span/Varty	Bakersfield, CA	07/02/2003	77	Radio Bilingue Inc	Bakersfield, CA	Kern
KAIB	FM	89.5	NC	ChrsContem	Bakersfield, CA		77	Educational Media Foundation	Shafter, CA	Kern
KFHL	FM	91.7	NC	Chrst/Talk	Bakersfield, CA	08/15/2005	77	Mary V Harris Foundation	Wasco, CA	Kern
KWTD	FM	91.9	NC	Religion	Bakersfield, CA	08/21/2005	77	Living Proof Inc	Ridgecrest, CA	Kern
KYLU	FM	88.7	NC	ChrsContem	Bakersfield, CA	09/08/2006	77	Educational Media Foundation	Tehachapi, CA	Kern

Number of Stations in Geographic Market 43

Previous Stations in Geographic Market

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

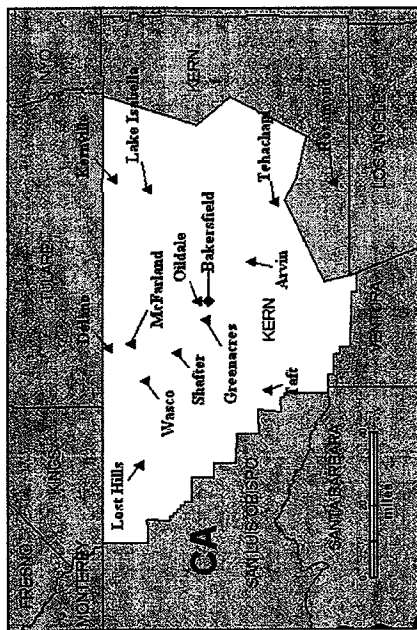
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Metro Rank: 77
Revenue Rank: 90

Bakersfield, CA Market Overview



Metro Counties / Population (000)

Kern, CA	714.0
	714.0

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

ESTIMATED GROSS REVENUES	2002	2003	2004	2005	2006	2007	Δ 02-07
★ ★	\$20,400	\$21,500	\$22,300	\$23,000	\$24,000	\$23,500	2.9%
Revenue/Retail Expend	2002	2003	2004	2005	2006	2007	Est. Breakout
Revenue/Capita	\$6.12/1,000	\$6.12/1,000	\$6.12/1,000	\$6.12/1,000	\$6.12/1,000	\$6.12/1,000	Local 81%
	\$33.24	\$32.91	\$32.91	\$32.91	\$32.91	\$32.91	National 19%
REVENUES	2002	2003	2004	2005	2006	2007	Δ 07-12
★ ★	\$20,400	\$21,500	\$22,300	\$23,000	\$24,000	\$23,500	0.5%

Demographic and Economic Overview (000's, except Retail Expenditures and ADI in 000,000's)

MSA	2002	2007	Growth Rate	2012	Growth Rate
Population	613.7	714.0	3.1%	789.4	2.0%
Households	192.0	216.2	2.4%	234.4	1.6%
Retail Expenditures	3,332.5	4,321.6	5.3%	4,561.8	1.1%
Aggreg Disp Income	N/A	10,590.0	N/A	12,445.8	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	367.9	72.2	36.7	42.3	59.4	53.0	46.3	58.1
Women (000)	346.0	68.9	34.7	37.8	49.1	45.4	43.6	66.6
Total	714.0	141.1	71.3	80.1	108.5	98.4	89.9	124.7
Percentage	100.0%	19.8%	10.0%	11.2%	15.2%	13.8%	12.6%	17.5%
Per Capita	\$ 18,204							
Ethnic Population:								
White	64.4%							
Black	4.8%							
Asian	3.9%							
Avg Household	\$ 56,165							
Hispanic	45.9%							

Market Summary

FM Classes		Class A	Class B	Class C	Viable Stations	All FMs	All AMs	Total
# Stations		9	11		15	20	13	33
Tot 12+		16.7	53.4		66.6	70.1	8.9	79.0
Avg 12+		1.9	4.9		4.4	3.5	0.7	2.4
Tot LCS		21.1	67.6		84.3	88.7	11.3	100.0
Avg LCS		2.3	6.1		5.6	4.4	0.9	3.0