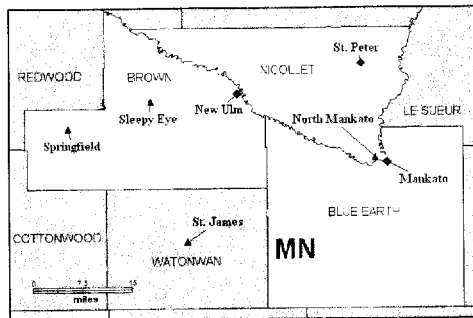


Metro Rank: 265

Revenue Rank: 210

# Mankato-New Ulm-St Peter, MN Market Overview



## Metro Counties / Population (000)

|                |      |
|----------------|------|
| Blue Earth, MN | 57.1 |
| Brown, MN      | 27.0 |
| Nicollet, MN   | 31.1 |

115.2

## Market Radio Financials

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

### ESTIMATED GROSS REVENUES ★

| 1998      | 1999    | 2000    | 2001    | 2002    | 2003     | Δ 98 - 03 |
|-----------|---------|---------|---------|---------|----------|-----------|
| \$6,500   | \$7,500 | \$7,900 | \$7,500 | \$7,700 | \$7,900  | 3.9%      |
| Δ 02 - 03 | 2004    | 2005    | 2006    | 2007    | 2008     | Δ 03 - 08 |
| 2.6%      | \$8,300 | \$8,800 | \$9,300 | \$9,800 | \$10,400 | 5.8%      |

Revenue/Retail Sales  
Revenue/Capita

| 1998             | 2003        | 2008        |
|------------------|-------------|-------------|
| NA <sup>1/</sup> | \$4,111,000 | \$4,171,000 |
| \$58.09          | \$68.58     | \$87.76     |

Est. Breakout  
Local 75%  
National 25%

## Demographic and Economic Overview

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

|                   | 1998             | 2003    | Growth Rate      | 2003    | 2008    | Growth Rate |
|-------------------|------------------|---------|------------------|---------|---------|-------------|
| MSA Population    | 111.9            | 115.2   | 0.6%             | 115.2   | 118.5   | 0.6%        |
| Households        | 40.4             | 44.0    | 1.7%             | 44.0    | 46.5    | 1.1%        |
| Retail Sales      | NA <sup>1/</sup> | 1,922.5 | NA <sup>1/</sup> | 1,922.5 | 2,495.4 | 5.4%        |
| EBI <sup>2/</sup> | 1,606.5          | 1,915.2 | 3.6%             | 1,915.2 | 2,335.5 | 4.0%        |

## Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 57.2        | 8.1      | 4.9        | 10.4             | 7.4        | 7.6     | 7.8           | 11.0      |
| Women (000)        | 58.0        | 7.7      | 4.7        | 9.9              | 6.6        | 7.5     | 7.6           | 14.0      |
| Total              | 115.2       | 15.8     | 9.6        | 20.3             | 14.0       | 15.1    | 15.4          | 25.0      |
| Percentage         | 100.0%      | 13.7%    | 8.4%       | 17.6%            | 12.1%      | 13.1%   | 13.4%         | 21.7%     |
| Per Capita         | \$ 16,623   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 37,272  |         | Avg Household | \$ 43,548 |
| Ethnic Population: | White 95.7% |          | Black 1.0% |                  | Asian 1.4% |         | Hispanic 2.0% |           |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         | 7       | 6          | 8       | 4       | 12    |
| Tot 12+    | 0.7     |         | 49.9    | 49.9       | 50.6    | 10.8    | 61.4  |
| Avg 12+    | 0.7     |         | 7.1     | 8.3        | 6.3     | 2.7     | 5.1   |
| Tot LCS    | 1.1     |         | 81.3    | 81.3       | 82.4    | 17.6    | 100.0 |
| Avg LCS    | 1.1     |         | 11.6    | 13.5       | 10.3    | 4.4     | 8.3   |

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



## FCC Geographic Market Definition for Mankato-New Ulm-St

| Call Letters | AM/FM | Freq  | Type Station | Format      | Home Market                  | Market Designtn Date | Home Mkt Rank | Owner                                    | City & State of License | County of License |
|--------------|-------|-------|--------------|-------------|------------------------------|----------------------|---------------|--|-------------------------|-------------------|
| KDOG         | FM    | 96.7  | C            | Modern AC   | Mankato-New Ulm-St Peter, MN | 07/02/2003           | 265           | Linder Broadcasting Group                | North Mankato, MN       | Nicollet          |
| KEEZ         | FM    | 99.1  | C            | AC          | Mankato-New Ulm-St Peter, MN | 07/02/2003           | 265           | Three Eagles Communications Incorporated | Mankato, MN             | Blue Earth        |
| KGAC         | FM    | 90.5  | NC           | Classical   | Mankato-New Ulm-St Peter, MN | 07/02/2003           | 265           | Minnesota Public Radio                   | St. Peter, MN           | Nicollet          |
| KMSU         | FM    | 89.7  | NC           | Variety     | Mankato-New Ulm-St Peter, MN | 07/02/2003           | 265           | Minnesota State University               | Mankato, MN             | Blue Earth        |
| KNGA         | FM    | 91.5  | NC           | Nws/Tlk/Inf | Mankato-New Ulm-St Peter, MN | 07/02/2003           | 265           | Minnesota Public Radio                   | St. Peter, MN           | Nicollet          |
| KNSG         | FM    | 94.7  | C            | 70s & 80s   | Mankato-New Ulm-St Peter, MN | 07/02/2003           | 265           | Linder Broadcasting Group                | Springfield, MN         | Brown             |
| KNUJ         | AM    | 860   | C            | News/Info   | Mankato-New Ulm-St Peter, MN | 07/02/2003           | 265           | Ingstad Brothers Broadcasting LLC        | New Ulm, MN             | Brown             |
| KNUJ         | FM    | 107.3 | C            | AC          | Mankato-New Ulm-St Peter, MN | 07/02/2003           | 265           | Ingstad Brothers Broadcasting LLC        | Sleepy Eye, MN          | Brown             |
| KRBI         | AM    | 1310  | C            | Cntry/Talk  | Mankato-New Ulm-St Peter, MN | 07/02/2003           | 265           | Three Eagles Communications Incorporated | St. Peter, MN           | Nicollet          |
| KRBI         | FM    | 105.5 | C            | Clsc Hits   | Mankato-New Ulm-St Peter, MN | 07/02/2003           | 265           | Three Eagles Communications Incorporated | St. Peter, MN           | Nicollet          |
| KTOE         | AM    | 1420  | C            | Nws/Tlk/Spt | Mankato-New Ulm-St Peter, MN | 07/02/2003           | 265           | Linder Broadcasting Group                | Mankato, MN             | Blue Earth        |
| KXAC         | FM    | 100.5 | C            | Oldies      | Mankato-New Ulm-St Peter, MN | 07/02/2003           | 265           | Linder Broadcasting Group                | St. James, MN           | Watsonwan         |
| KXLP         | FM    | 93.1  | C            | Clsc Rock   | Mankato-New Ulm-St Peter, MN | 07/02/2003           | 265           | Clear Channel Communications             | New Ulm, MN             | Brown             |
| KYSM         | AM    | 1230  | C            | Sprts/Talk  | Mankato-New Ulm-St Peter, MN | 07/02/2003           | 265           | Clear Channel Communications             | Mankato, MN             | Blue Earth        |
| KYSM         | FM    | 103.5 | C            | Country     | Mankato-New Ulm-St Peter, MN | 07/02/2003           | 265           | Clear Channel Communications             | Mankato, MN             | Blue Earth        |

Number of Stations in Geographic Market 15

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

"p" indicates pending sale to owner listed