



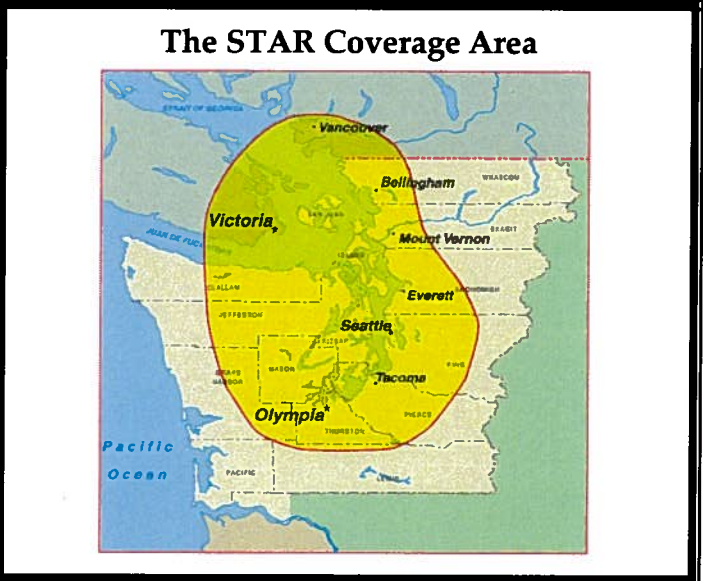
BEST MIX OF EVERYTHING!

STAR 101.5 plays The Best Mix of Everything! It's a mix of music that's not too young, too old, too soft or too hard and it's only on STAR 101.5!

What is STAR 101.5?
A bright, hip, community-focused radio station designed to "super-serve" an Adult Contemporary audience! *STAR 101.5* has been Seattle's Adult Top 40 Radio Station for the past thirteen years.

Nationally Recognized Music and Programming Excellence!
A great radio station is the product of behind-the-scenes excellence! *STAR 101.5* Music Director **Alisa Hashimoto** & Program Director **Kent Phillips** have been consistently recognized for their outstanding achievements.
• Top 5 Hot AC Music Director **2003 - 2006 Radio Music Awards**
• Top 5 Hot AC Morning Show- **2005 - 2006 Radio & Records**
• Most Influential PD's in America - **2006 Radio & Records**

Weekdays on STAR 101.5
Kent & Alan - 5:30am - 10am
Jill Taylor - 10am - 3pm
Curt & Corine - 3pm - 7pm
John Tesh - 7pm - 12m



The STAR Listener*
Female: 65% • Male: 35%
Audience Size: 289,300
Age:
12-17 years: 11%
18-34 years: 29%
35-44 years: 29%
45-54 years: 19%
55-64 years: 7%
65+ years: 5%
Home Ownership:
Own: 79% • Rent: 20%
Education:
High School Graduate: 26%
Some College: 35%
College Degree or beyond: 36%
Employment:
White Collar: 53%
Blue Collar: 22%
Income:
>\$100,000: 34%
\$75K-\$100K: 21%
\$50K-\$75K: 17%
\$25K-\$50K: 23%
*Arbitron Spring 2008 Scarborough: 3/07-2/08

STAR 101.5's Kent and Alan are the longest-running personality morning show in Seattle, now into their 22nd year on STAR 101.5!

Charlie Gouge - Local Sales Manager
• Fisher Radio Seattle • 140 4th Avenue North, Suite 340 • Seattle, Washington 98109
206-404-3031 cgouge@fisherradio.com



THE TALK STATION!

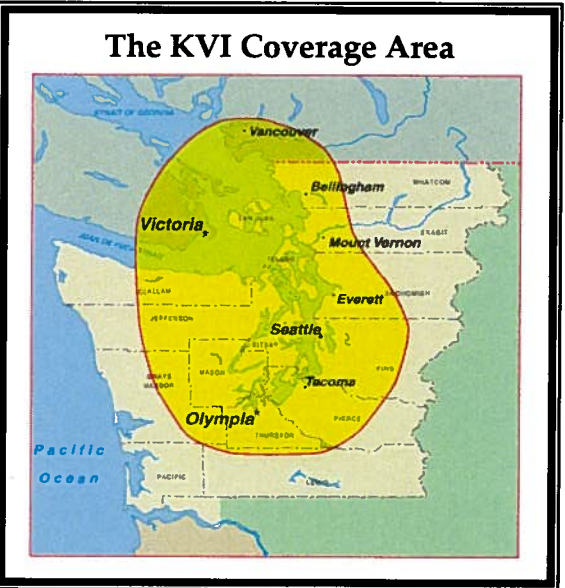
Fair and Balanced News 24 Hours a Day, with Talk on today's Hottest Issues!

What is AM570 KVI?
 Fair and Balanced News, 24-hours a day, with Talk on the hottest issues of the day!



**WE REPORT
 ...
 YOU DECIDE**

Our Line-up:
 Kirby & Company – 5am to 9am
 Dr. Laura – 9am to 12noon
 Sean Hannity – 12noon to 3pm
 Laura Ingraham – 3pm – 6pm
 Mark Levin – 6pm – 8pm
 Coast to Coast – 8pm to 3am



The KVI Listener*

Male: 51% • Female: 49%

Audience Size: 204,500

Age:
 18-34 years: 9%
 35-44 years: 15%
 45-54 years: 21%
 55-64 years: 27%
 65+ years: 27%

Home Ownership:
 Own: 82% • Rent: 17%

Education:
 High School Graduate: 24%
 Some College: 37%
 College Degree or beyond: 38%

Employment:
 White Collar: 44%
 Blue Collar: 21%

Income:
 >\$100K: 31%
 \$75K-\$100K: 22%
 \$50K-\$75K: 19%
 \$25K-\$50K: 23%

*Arbitron: Spring 2008
 Scarborough: 3/07-2/08

**Sponsorship available:
 Paul Harvey News & Comment
 Neil Cavuto Business Reports
 FOX Hot Story**

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