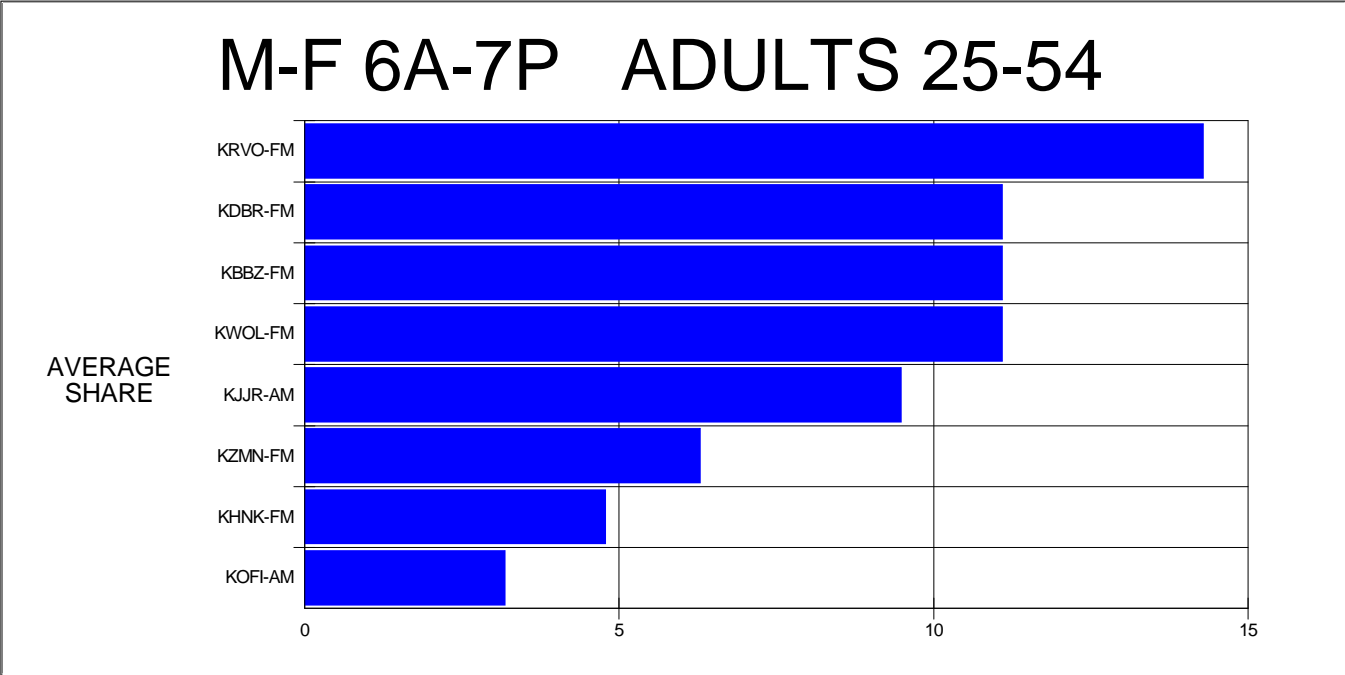


KALISPELL-FLATHEAD VALLEY MT
FALL 2010 ARBITRON MaximiSer (less than 1 year standard)

M-F 6A-7P
ADULTS 25-54 --- Population/Sample:36,000/163
 Using MaximiSer: FLATHEAD, MT
Selected Stations Ranked by: AVERAGE SHARE

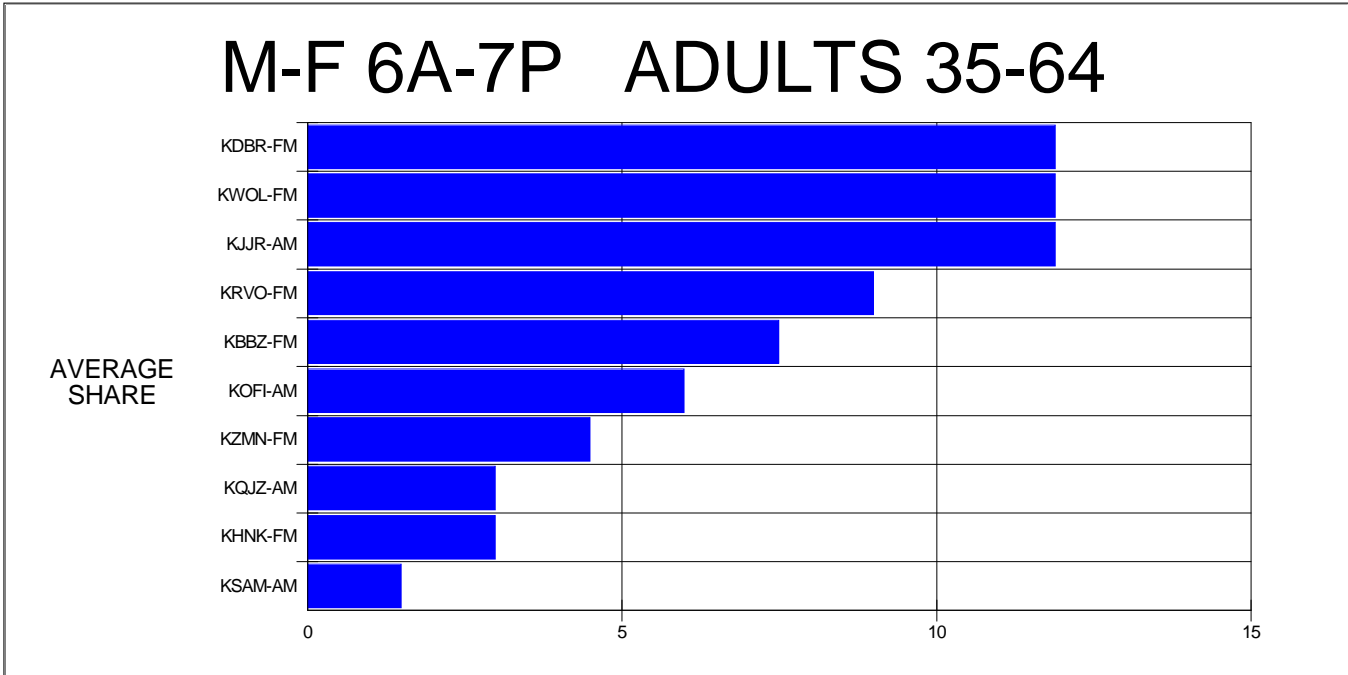


STATIONS	FORMAT	AVG SHR
1 KRVO-FM	Album Adult Alternative	14.3%
2 KDBR-FM	Country	11.1%
tie KBBZ-FM	Classic Rock	11.1%
tie KWOL-FM	Oldies	11.1%
5 KJJR-AM	News Talk Information	9.5%
6 KZMN-FM	Classic Rock	6.3%
7 KHNK-FM	Country	4.8%
tie KOFI-AM	News Talk Information	3.2%
MARKET LEVEL:		

Note: MaximiSer Geography: FLATHEAD.

KALISPELL-FLATHEAD VALLEY MT
FALL 2010 ARBITRON MaximiSer (less than 1 year standard)

M-F 6A-7P
ADULTS 35-64 --- Population/Sample:35,500/216
 Using MaximiSer: FLATHEAD, MT
Selected Stations Ranked by: AVERAGE SHARE

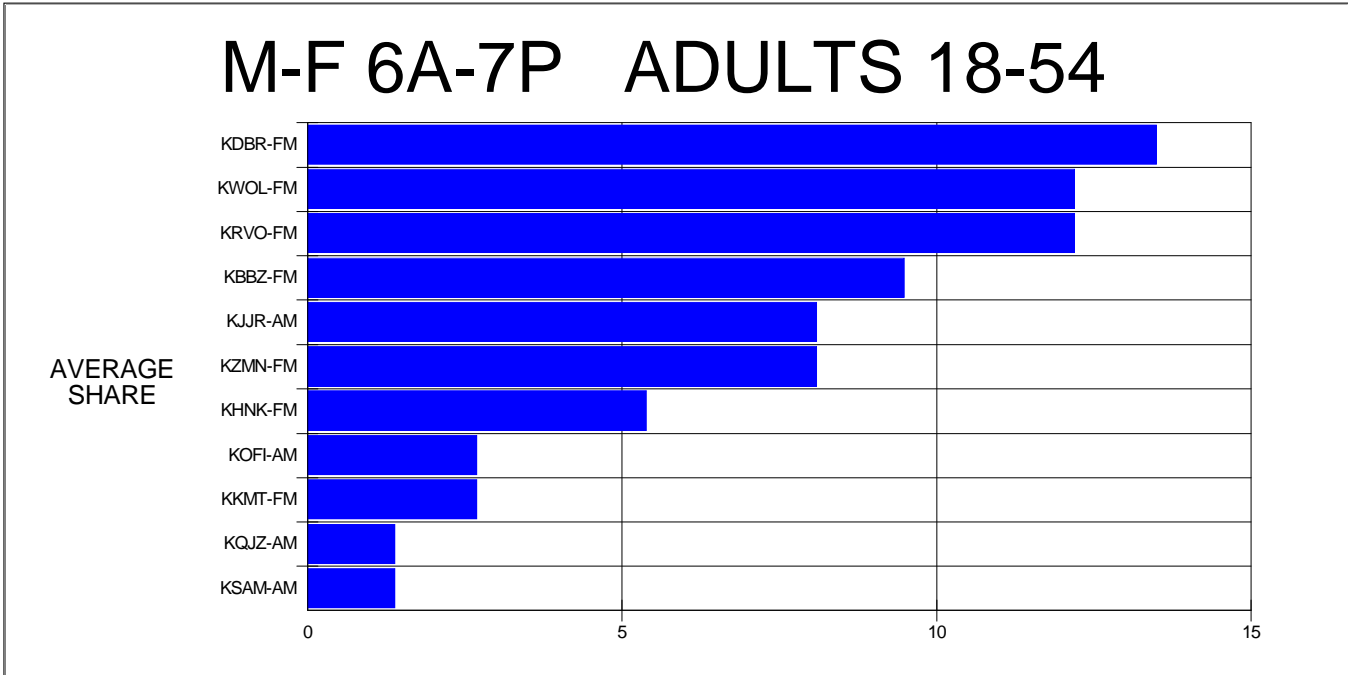


STATIONS	FORMAT	AVG SHR
1 KDBR-FM	Country	11.9%
tie KWOL-FM	Oldies	11.9%
tie KJJR-AM	News Talk Information	11.9%
4 KRVO-FM	Album Adult Alternative	9.0%
5 KBBZ-FM	Classic Rock	7.5%
6 KOFI-AM	News Talk Information	6.0%
7 KZMN-FM	Classic Rock	4.5%
tie KQJZ-AM	New Ac (nac)/smooth Jazz	3.0%
tie KHNK-FM	Country	3.0%
10 KSAM-AM	All Sports	1.5%
MARKET LEVEL:		

Note: MaximiSer Geography: FLATHEAD.

KALISPELL-FLATHEAD VALLEY MT
FALL 2010 ARBITRON Maximi\$er (less than 1 year standard)

M-F 6A-7P
ADULTS 18-54 --- Population/Sample:43,900/193
 Using Maximi\$er: FLATHEAD, MT
Selected Stations Ranked by: AVERAGE SHARE

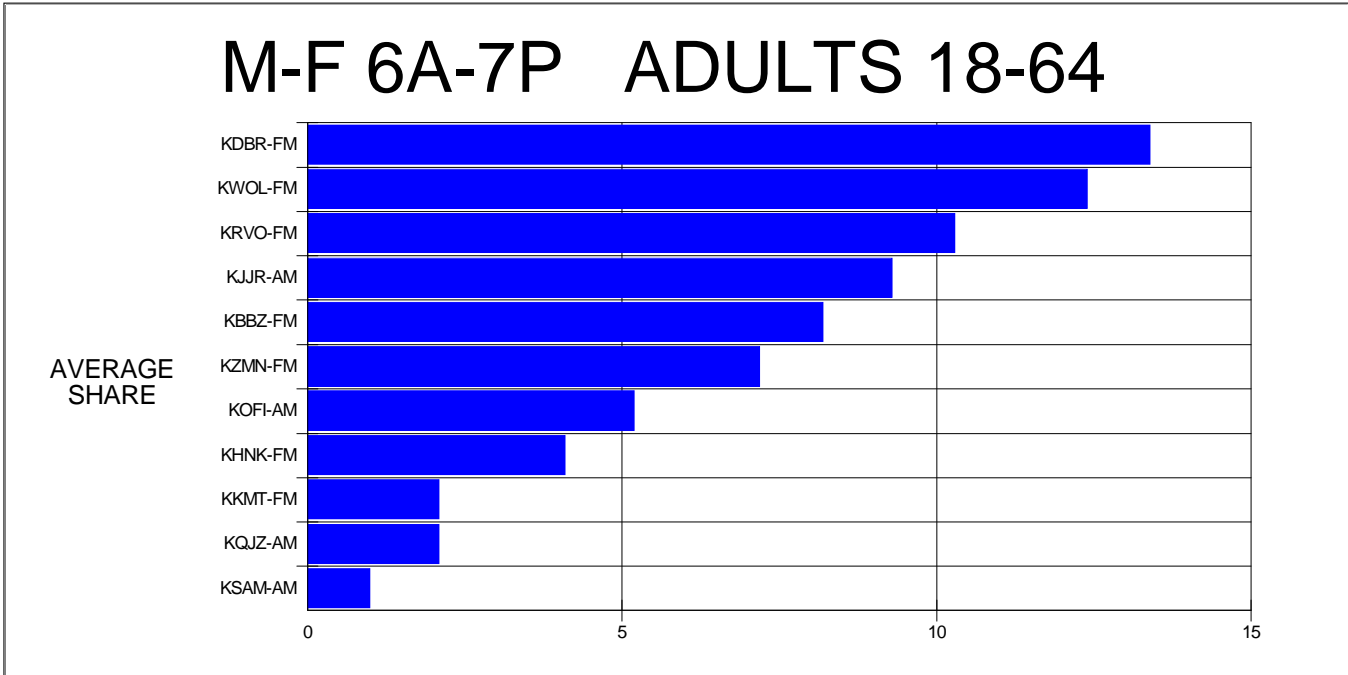


STATIONS	FORMAT	AVG SHR
1 KDBR-FM	Country	13.5%
2 KWOL-FM	Oldies	12.2%
tie KRVO-FM	Album Adult Alternative	12.2%
4 KBBZ-FM	Classic Rock	9.5%
5 KJJR-AM	News Talk Information	8.1%
tie KZMN-FM	Classic Rock	8.1%
7 KHNK-FM	Country	5.4%
8 KOFI-AM	News Talk Information	2.7%
9 KKMT-FM	Hot Adult Contemporary	2.7%
tie KQJZ-AM	New Ac (nac)/smooth Jazz	1.4%
tie KSAM-AM	All Sports	1.4%
MARKET LEVEL:		

Note: Maximi\$er Geography: FLATHEAD.

KALISPELL-FLATHEAD VALLEY MT
FALL 2010 ARBITRON Maximi\$er (less than 1 year standard)

M-F 6A-7P
ADULTS 18-64 --- Population/Sample:56,700/301
Using Maximi\$er: FLATHEAD, MT
Selected Stations Ranked by: AVERAGE SHARE



STATIONS	FORMAT	AVG SHR
1 KDBR-FM	Country	13.4%
2 KWOL-FM	Oldies	12.4%
3 KRVO-FM	Album Adult Alternative	10.3%
4 KJJR-AM	News Talk Information	9.3%
5 KBBZ-FM	Classic Rock	8.2%
6 KZMN-FM	Classic Rock	7.2%
7 KOFI-AM	News Talk Information	5.2%
8 KHNK-FM	Country	4.1%
tie KKMT-FM	Hot Adult Contemporary	2.1%
10 KQJZ-AM	New Ac (nac)/smooth Jazz	2.1%
tie KSAM-AM	All Sports	1.0%
MARKET LEVEL:		

Note: Maximi\$er Geography: FLATHEAD.