

The Number One Rated Radio Group!

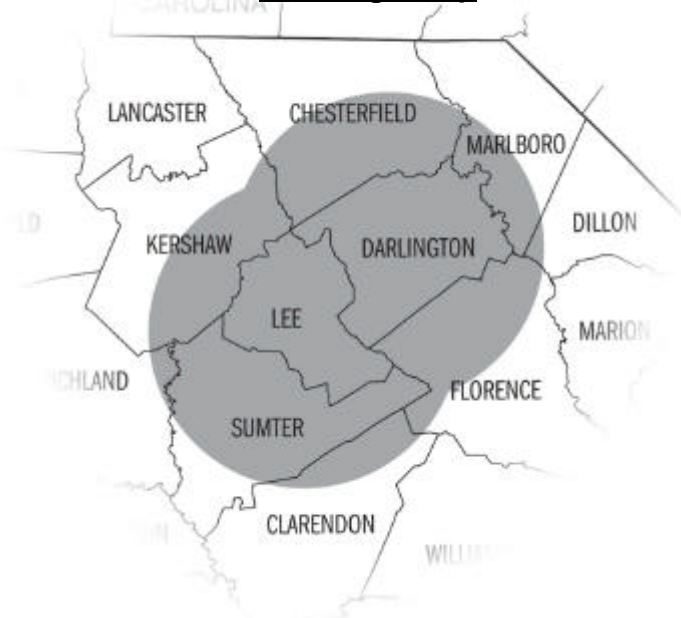
Ratings With Results rate WAGS / WJDJ as the NUMBER ONE radio group in the combined areas of Lee, Florence, and Darlington counties!

Ratings With Results is a radio rating company specializing in "small markets." In June 2005, Ratings With Results surveyed 1,583 residents of Lee, Florence, and Darlington counties about their radio listening habits. They found WAGS / WJDJ to be top in the mornings with a combined 17% share of listeners. Ratings With Results also found WAGS / WJDJ to be top overall with a combined share of 16.8% of respondents. This survey included AM and FM stations.

An estimated listenership of more than 40,725 adults!

WAGS / WJDJ has listeners in more than the surveyed area. The stations can be heard in a 25 mile radius from Bishopville and a 25 mile radius from Hartsville. See map below.

Coverage Map



| Time | Share | Listenership Age 20+ |
|-------------------------|-------|----------------------|
| Mornings | 17.0% | 22,388 |
| Middays | 19.4% | 7,120 |
| Afternoon | 16.2% | 19,522 |
| Evening | 15.2% | 7,495 |
| 8 AM to 5 PM | 31.7% | 2,367 |
| FEMALES | | |
| Age Groups | Share | Listenership |
| 18-24 | 8.5% | 670 |
| 25-34 | 24.8% | 3,679 |
| 35-49 | 32.3% | 8,010 |
| 50+ | 21.5% | 7,980 |
| MALES | | |
| Age Groups | Share | Listenership |
| 18-24 | 9.8% | 787 |
| 25-34 | 27.9% | 3,812 |
| 35-49 | 31.4% | 7,027 |
| 50+ | 30.4% | 8,760 |
| Total Listeners: | | 40,725 |