

GREENVILLE-NEW BERN, NC.

12+ METRO SHARE

| | <u>75</u> | <u>76</u> | <u>77</u> | <u>78</u> | <u>79</u> | <u>80</u> | <u>81</u> | <u>82</u> | <u>83</u> | <u>84</u> | <u>85</u> | <u>86</u> | <u>87</u> | <u>88</u> | <u>89</u> | <u>90</u> | <u>91</u> | <u>92</u> | <u>93</u> | <u>94</u> | <u>95</u> | <u>96</u> | <u>97</u> | <u>98</u> | <u>99</u> | <u>2000</u> | <u>01</u> | <u>02</u> | <u>03</u> | |
|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|------------------|----------------------|
| WERO-F | | | | 13.8 | 10.6 | 10.0 | 11.7 | 12.2 | 9.7 | 12.8 | 8.6 | 9.6 | 11.0 | 10.6 | 10.3 | 7.8 | 8.1 | 6.1 | 4.8 | 5.0 | 4.1 | 4.4 | 3.8 | 2.4 | 2.5 | 4.3 | 4.6 | 5.3 | 4.4 | WERO-F, 93.3 (CHR) |
| WZBR-F | | | | 11.4 | 14.5 | 13.8 | 18.6 | 15.8 | 19.0 | 18.2 | 16.5 | 10.9 | 3.4 | 1.0 | 0.7 | 1.0 | 2.3 | - | - | - | - | - | - | - | - | - | - | - | - | WZBR-F, 97.7 (C) |
| WSFL-F | | | | 8.6 | 13.1 | 13.5 | 8.2 | 10.3 | 13.9 | 12.3 | 5.9 | 6.6 | 5.7 | 6.9 | 5.9 | 2.0 | 4.8 | 5.9 | 4.8 | 7.4 | 9.1 | 6.9 | 7.5 | 8.5 | 8.3 | 7.0 | 6.6 | 5.9 | 5.3 | WSFL-F, 106.5 (AOR) |
| WIKS-F | | | | 5.2 | 4.2 | 9.0 | 10.1 | 9.3 | 10.2 | 8.3 | 6.9 | 6.3 | 24.7 | 21.8 | 18.6 | 18.7 | 16.4 | 12.5 | 16.3 | 15.9 | 15.2 | 14.1 | 13.1 | 12.9 | 11.8 | 11.9 | 10.5 | 9.1 | 8.5 | WIKS-F, 101.9 (B/AC) |
| WNCT-F | | | | 6.6 | 7.8 | 5.2 | 8.8 | 8.2 | 8.6 | 8.8 | 8.1 | 9.1 | 7.5 | 6.9 | 6.1 | 5.9 | 5.6 | 5.6 | 4.7 | 2.8 | 4.0 | 3.9 | 4.2 | 4.1 | 4.0 | 4.6 | 5.3 | 5.1 | 4.4 | WNCT-F, 107.9 (O) |
| WRNS-F | | | | 7.6 | 6.4 | 8.7 | 3.5 | 6.8 | 5.8 | 3.5 | 6.6 | 11.5 | 14.3 | 14.7 | 13.4 | 17.0 | 18.1 | 23.1 | 22.2 | 19.3 | 18.4 | 20.0 | 16.8 | 15.8 | 14.2 | 12.7 | 13.2 | 14.4 | 13.2 | WRNS-F, 95.1 (C) |
| WELS | | | | 2.8 | 3.2 | 6.2 | 2.2 | 2.7 | 3.0 | 3.7 | 4.2 | 1.8 | 0.9 | 1.3 | 1.2 | 1.3 | 0.7 | 0.8 | 1.1 | 1.4 | 0.6 | 0.6 | 0.9 | 0.4 | 0.4 | - | - | 0.2 | - | WELS, 1010 (G) |
| WRNS | | | | 3.4 | 2.8 | 5.9 | 2.8 | 2.4 | 1.2 | 0.5 | 0.7 | 0.5 | 0.6 | - | - | 0.4 | 0.2 | - | - | - | - | - | - | - | - | - | - | - | - | WRNS, 960 (C) |
| WGPM-F | | | | - | 2.1 | - | 3.5 | 2.4 | 1.9 | 2.4 | 0.7 | 0.8 | 0.5 | 1.3 | 0.9 | 0.9 | 1.4 | 0.8 | 0.4 | - | 1.5 | 0.4 | 0.4 | 0.9 | 0.7 | 0.7 | - | 0.4 | 0.6 | WGPM-F, 94.3 (C) |
| WMGV-F | | | | | | | | | | 1.3 | 2.2 | 7.4 | 5.6 | 7.6 | 4.2 | 4.5 | 3.4 | 1.7 | 1.6 | 1.8 | 2.0 | 2.6 | 3.7 | 4.1 | 4.2 | 4.1 | 4.3 | 4.7 | 5.7 | WMGV-F, 103.3 (AC) |
| WKOO-F | | | | | | | | | | | | 2.5 | 1.9 | 3.0 | 4.2 | 5.7 | 4.7 | 4.3 | 4.1 | 4.4 | 3.9 | 3.6 | 3.4 | 2.5 | 1.9 | 2.1 | 2.0 | 1.9 | 2.6 | WKOO-F, 98.7 (O) |
| KRHT-F | | | | | | | | | | | | | | 0.6 | 0.6 | 2.0 | 2.9 | 4.6 | 3.5 | 4.4 | 5.6 | 5.4 | 5.3 | 3.5 | 5.8 | 4.8 | 3.7 | 2.5 | 2.8 | WRHT-F, 96.3 (CHR) |
| WXQR-F | | | | | | | | | | | | 2.0 | 3.2 | 3.0 | 2.5 | 2.9 | 2.7 | 0.9 | 1.2 | 0.9 | 1.6 | 0.9 | 1.3 | 0.9 | 1.7 | 4.5 | 3.2 | 2.7 | 3.5 | WXQR-F, 105.5 (AOR) |
| WANG-F | | | | | | | | | | | | | | | | | | | | | | 0.9 | 0.7 | 1.1 | 1.9 | 2.1 | 1.8 | 1.5 | 1.6 | WANG-F, 105.1 (ST) |
| WELS-F | | | | | | | | | | | | | | | | | | | 0.5 | - | 1.5 | 1.5 | 2.2 | 2.9 | 2.8 | 2.7 | 2.8 | 3.0 | 3.0 | WELS-F, 102.9 (G) |
| WNBR-F | | | | | | | | | | | | | | | | | | 1.4 | 1.2 | 1.0 | - | 0.9 | 2.0 | 1.0 | 0.6 | - | 0.7 | 1.5 | WNBR-F, 94.1 (C) | |
| WQZL-F | | | | | | | | | | | | | | | | | | | | | | | | 0.6 | 0.4 | - | 0.8 | 3.0 | 3.4 | WQZL-F, 101.1 (CHR) |
| WTKF-F | | | | | | | | | | | | | | | | | | 0.6 | 0.7 | 1.2 | 1.4 | 1.3 | 1.1 | 1.3 | 1.4 | 1.4 | 1.3 | 1.8 | 1.8 | WTKF-F, 107.3 (T) |
| WXNR-F | | | | | | | | | | | | | | | | | | 3.3 | 1.8 | 1.3 | - | 3.0 | 4.3 | 4.6 | 5.6 | 3.9 | 3.4 | 4.3 | 3.7 | WXNR-F, 99.5 (AOR) |
| WQSL-F | | | | | | | | | | | | | | | | | | | | 2.0 | 1.2 | 2.2 | 1.6 | 2.1 | 1.7 | 2.4 | 5.5 | 4.3 | 3.7 | WQSL-F, 92.3 (CHR) |

12+ CUME RATINGS

| | <u>79</u> | <u>80</u> | <u>81</u> | <u>82</u> | <u>83</u> | <u>84</u> | <u>85</u> | <u>86</u> | <u>87</u> | <u>88</u> | <u>89</u> | <u>90</u> | <u>91</u> | <u>92</u> | <u>93</u> | <u>94</u> | <u>95</u> | <u>96</u> | <u>97</u> | <u>98</u> | <u>99</u> | <u>2000</u> | <u>01</u> | <u>02</u> | <u>03</u> | | |
|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-----|--|
| WERO-F | 26.1 | 24.1 | 22.7 | 28.5 | 30.2 | 26.2 | 21.2 | 21.2 | 24.3 | 22.0 | 22.4 | 20.2 | 18.6 | 17.4 | 14.0 | 14.6 | 14.5 | 10.6 | 8.6 | 8.9 | 10.7 | 15.9 | 17.0 | 17.6 | 15.0 | | |
| WZBR-F | 19.5 | 16.2 | 21.2 | 19.6 | 25.2 | 24.4 | 27.3 | 18.9 | 10.5 | 2.1 | 2.7 | - | 5.8 | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| WSFL-F | 27.1 | 28.2 | 21.3 | 26.7 | 28.5 | 26.6 | 19.0 | 19.1 | 14.9 | 18.0 | 15.0 | 10.1 | 12.0 | 11.6 | 15.0 | 18.3 | 18.5 | 14.0 | 17.5 | 20.0 | 14.4 | 12.6 | 13.8 | 11.1 | 11.0 | | |
| WIKS-F | 11.3 | 15.0 | 15.8 | 18.8 | 19.4 | 19.9 | 16.2 | 14.1 | 28.2 | 27.5 | 28.2 | 27.9 | 27.2 | 23.3 | 24.1 | 23.8 | 21.8 | 21.7 | 21.2 | 22.1 | 20.8 | 18.7 | 18.3 | 17.4 | 17.2 | | |
| WNCT-F | 14.3 | 10.7 | 14.0 | 13.1 | 16.3 | 15.3 | 15.2 | 15.1 | 13.2 | 11.1 | 11.7 | 9.6 | 10.9 | 10.3 | 8.8 | 10.3 | 11.5 | 11.4 | 10.5 | 9.6 | 11.0 | 10.6 | 12.5 | 10.8 | 11.0 | | |
| WRNS-F | 13.4 | 9.4 | 8.7 | 10.0 | 8.9 | 8.0 | 10.6 | 15.4 | 18.3 | 23.2 | 24.3 | 26.2 | 29.4 | 35.5 | 33.5 | 33.0 | 31.1 | 29.9 | 29.1 | 28.9 | 23.6 | 23.3 | 23.7 | 27.8 | 26.1 | | |
| WELS | | | | 5.8 | - | 5.2 | 8.6 | 3.2 | 2.1 | 2.6 | 2.0 | 2.9 | 1.7 | 2.9 | 2.8 | 2.1 | 1.8 | 2.0 | 1.9 | 1.3 | 1.2 | - | - | 0.9 | - | | |
| WRNS | | 11.1 | - | 6.5 | 5.5 | 3.6 | 3.3 | 1.3 | 2.5 | - | 1.9 | 0.9 | - | - | - | - | - | - | - | - | - | - | - | - | - | | |
| WGPM-F | | | 8.9 | 9.2 | 6.7 | 6.6 | 5.5 | 3.2 | 3.2 | 2.6 | 2.8 | 3.7 | 2.4 | 2.6 | 2.2 | - | 2.7 | 1.5 | 2.0 | 2.5 | 2.2 | 2.7 | 2.2 | 2.3 | 1.8 | | |
| WMGV-F | | | | | | 4.0 | 4.9 | 13.8 | 13.7 | 13.4 | 12.9 | 12.6 | 12.3 | 6.6 | 6.5 | 7.9 | 5.7 | 9.3 | 12.1 | 9.9 | 10.6 | 11.9 | 11.4 | 11.6 | 13.7 | | |
| WKOO-F | | | | | | | | | 2.9 | 5.0 | 8.5 | 9.6 | 8.1 | 7.8 | 7.8 | 8.7 | 7.2 | 8.5 | 8.1 | 6.9 | 5.1 | 6.2 | 4.5 | 5.1 | 5.4 | | |
| WRHT-F | | | | | | | | | | | 3.1 | 3.2 | 8.3 | 10.1 | 9.6 | 14.8 | 13.2 | 15.5 | 15.3 | 10.9 | 16.4 | 16.2 | 8.4 | 9.5 | 6.0 | | |
| WXQR-F | | | | | | | | | 5.9 | 5.9 | 3.7 | 4.5 | 4.6 | 3.4 | 5.2 | 4.8 | 4.5 | 3.9 | 4.8 | 3.9 | 5.6 | 10.1 | 6.0 | 5.8 | 6.7 | | |
| WANG-F | | | | | | | | | | | | | | | | | | 2.1 | 2.2 | 2.4 | 4.5 | 3.1 | 4.7 | 3.5 | 3.6 | | |
| WELS-F | | | | | | | | | | | | | | | 1.1 | - | 2.1 | 3.6 | 5.6 | 5.6 | 6.8 | 5.5 | 6.3 | 5.4 | 6.7 | | |
| WNBR-F | | | | | | | | | | | | | | | 2.9 | 3.9 | 3.7 | - | 3.9 | 3.7 | 2.8 | 1.4 | - | 3.9 | 4.2 | | |
| WQZL-F | | | | | | | | | | | | | | | | | | | | | 1.7 | 1.9 | - | 2.2 | 6.9 | 7.2 | |
| WTKF-F | | | | | | | | | | | | | | 1.7 | 1.6 | 3.5 | 3.1 | 3.5 | 3.7 | 3.4 | 2.9 | 2.7 | 3.3 | 3.5 | 3.3 | | |
| WXNR-F | | | | | | | | | | | | 5.8 | 7.6 | 8.4 | 7.0 | - | 8.7 | 12.7 | 13.1 | 11.4 | 11.5 | 10.2 | 10.8 | 8.3 | | | |
| WQSL-F | | | | | | | | | | | | | | | | 5.4 | 4.8 | 7.1 | 6.1 | 7.2 | 6.7 | 10.0 | 12.5 | 9.9 | 7.9 | | |

GREENVILLE, N.C.

| | <u>Market Revenue</u> | <u>Revenue Change</u> | <u>Population</u> | <u>Revenue Per Capita</u> | <u>Retail Sales</u> | <u>Rev. as % Retail Sales</u> | <u>Revenue Per Share Point</u> | <u>Highest Billing Stations</u> | <u>Average Person Rating(APR)</u> | <u>FM Share</u> | <u>Total Stations</u> | <u>Viable Stations</u> | <u>Unlisted Station Listening</u> | |
|------|-----------------------|-----------------------|-------------------|---------------------------|---------------------|-------------------------------|--------------------------------|---------------------------------|-----------------------------------|-----------------|-----------------------|------------------------|-----------------------------------|------|
| 1976 | -- | -- | -- | -- | -- | -- | -- | -- | -- % | -- % | -- | -- | -- | 1976 |
| 1977 | -- | -- % | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | 1977 |
| 1978 | -- | -- | -- | -- | -- | -- | -- | -- | 13.1 | 67.4 | 21 | -- | -- | 1978 |
| 1979 | -- | -- | -- | -- | -- | -- | -- | -- | 12.9 | 78.0 | 24 | -- | -- | 1979 |
| 1980 | -- | -- | -- | -- | -- | -- | -- | -- | 13.0 | 77.5 | 19 | -- | -- | 1980 |
| 1981 | -- | -- | -- | -- | -- | -- | -- | -- | 13.7 | 85.6 | 22 | -- | -- | 1981 |
| 1982 | -- | -- | -- | -- | -- | -- | -- | -- | 15.9 | 83.7 | 26 | -- | -- | 1982 |
| 1983 | -- | -- | -- | -- | -- | -- | -- | -- | 17.8 | 82.7 | 22 | -- | -- | 1983 |
| 1984 | -- | -- | -- | -- | -- | -- | -- | -- | 15.6 | 86.9 | 22 | -- | -- | 1984 |
| 1985 | -- | -- | -- | -- | -- | -- | -- | -- | 16.9 | 88.1 | 22 | -- | -- | 1985 |
| 1986 | -- | -- | -- | -- | -- | -- | -- | -- | 16.0 | 90.0 | 32 | -- | -- | 1986 |
| 1987 | -- | -- | -- | -- | -- | -- | -- | -- | 17.1 | 88.1 | 24 | -- | 3.2 | 1987 |
| 1988 | -- | -- | -- | -- | -- | -- | -- | -- | 16.0 | 95.0 | 25 | -- | 11.0 | 1988 |
| 1989 | -- | -- | -- | -- | -- | -- | -- | -- | 17.3 | 89.4 | 29 | -- | 12.1 | 1989 |
| 1990 | -- | -- | -- | -- | -- | -- | -- | -- | 17.1 | 94.0 | 21 | -- | 15.5 | 1990 |
| 1991 | -- | -- | -- | -- | -- | -- | -- | -- | 16.5 | 91.1 | 23 | -- | 16.9 | 1991 |
| 1992 | -- | -- | -- | -- | -- | -- | -- | -- | 17.1 | 92.1 | 25 | -- | -- | 1992 |
| 1993 | 9.4 | -- | .398 | 23.62 | 3.1 | .0030 | -- | -- | 16.4 | 93.2 | 28 | -- | -- | 1993 |
| 1994 | 10.8 | 14.9 | .401 | 26.93 | 3.3 | .0033 | .144 | WRNS-F | 17.1 | 92.2 | 31 | 11 | 12.8 | 1994 |
| 1995 | 13.0 | 20.4 | .407 | 31.94 | 3.7 | .0035 | .196 | WRNS-F | 15.8 | 92.7 | 31 | 11.5 | 14.4 | 1995 |
| 1996 | 17.3 | 33.1 | .412 | 41.99 | 3.9 | .0044 | .223 | WRNS-F | 16.1 | 91.7 | 33 | 10 | 12.0 | 1996 |
| 1997 | 18.8 | 8.6 | .418 | 44.98 | 4.1 | .0046 | .242 | WRNS-F | 16.2 | 93.2 | 35 | 10.5 | 13.8 | 1997 |
| 1998 | 20.5 | 9.1 | .423 | 48.46 | 4.4 | .0047 | .262 | WRNS-F | 15.8 | 96.0 | 38 | 11.5 | 11.4 | 1998 |
| 1999 | 22.5 | 8.9 | .428 | 52.69 | 4.8 | .0047 | .300 | WRNS-F | 15.2 | 96.0 | 38 | 11 | 15.8 | 1999 |
| 2000 | 24.0 | 6.7 | .432 | 55.56 | 5.3 | .0045 | .314 | WRNS-F | 14.2 | 97.9 | 32 | 12 | 14.9 | 2000 |
| 2001 | 22.2 | -7.5 | .436 | 50.92 | 5.5 | .0040 | .288 | WRNS-F | 15.0 | 97.4 | 33 | 12 | 14.0 | 2001 |
| 2002 | 22.1 | 0.5 | .441 | 50.11 | 5.6 | .0039 | .287 | WRNS-F | 14.1 | 95.4 | 34 | -- | 16.6 | 2002 |
| 2003 | 23.3 | 5.4 | .445 | 52.36 | 5.8 | .0040 | .320 | WRNS-F | 13.5 | 98.0 | 32 | 13 | 18.0 | 2003 |

MAJOR STATIONS - JANUARY 2004

No AM Stations

| | | | | | | | | | |
|--------|-------|------------|-----------|------------|--------|-------|------------|-----------|------------|
| WANG-F | 105.1 | 19KW@384 | Standards | Next Media | WRHT-F | 96.3 | 100KW@492 | CHR | |
| WELS-F | 102.9 | 3KW@328 | Gospel | Willis | WRNS-F | 95.1 | 100KW@1506 | Country | Next Media |
| WERO-F | 93.3 | 100KW@1780 | CHR | Next Media | WSFL-F | 106.5 | 100KW@915 | AOR | Beasley |
| WGPM-F | 94.3 | 2KW@457 | Country | | WTKF-F | 107.3 | 7KW@607 | talk | |
| WIKS-F | 101.9 | 100KW@982 | Black/AC | Beasley | WXNR-F | 99.5 | 17KW@843 | AOR | Beasley |
| | | | | | | | | | |
| WKOQ-F | 98.7 | 100KW@974 | Oldies | Next Media | WXQR-F | 105.5 | 19KW@794 | AOR | Next Media |
| WGMV-F | 103.3 | 100KW@981 | AC | Beasley | WQSL-F | 92.3 | 23KW@725 | CHR/Dance | Next Media |
| WNBR-F | 94.1 | 11KW@485 | Country | | WZBR-F | 97.7 | 3KW@249 | Country | |
| WNCT-F | 107.9 | 100KW@1700 | Oldies | Beasley | | | | | |
| WQZL-F | 101.1 | 31KW@607 | CHR/Dance | | | | | | |

GREENVILLE, N.C.

FORMAT SHARES (%)

| | 77 | 80 | 82 | | 84 | 87 | 90 | | 92 | 95 | 98 | 2000 |
|--------------|----|----|----|------------------|---------|----------|----------|---------|----------|----------|---------|---------------|
| CHR/AOR | -- | 45 | 36 | CHR AOR/CL | 34 2 | 19 13 | 10 13 | | 15 12 | 10 15 | 8 16 | 14 18 |
| MOR/AC | -- | 2 | 4 | MOR/FS AC/OLD | 2 6 | 4 5 | 1 16 | | 2 13 | | | See Talk 7 |
| COUNTRY | -- | 28 | 26 | | 21 | 24 | 24 | | 34 | | | |
| BTFL/EZ/SAC | -- | 6 | 10 | | 10 | 6 | 6 | | | | | |
| | | | | | | | | SOFT AC | 5 | 5 | -- | -- |
| NEWS/TALK | | | | | -- | -- | 1 | | 2 | 3 | 4 | 4 |
| SPORTS | | | | | | | | | | | | 1 |
| BLACK/URBAN | -- | 20 | 19 | | 22 | 29 | 25 | | 15 | 20 | 20 | 22 |
| SMOOTH JAZZ | | | | | | | 1 | | 1 | -- | -- | -- |
| STANDARDS | | | | | | | | | | 3 | 3 | 3 |
| HISPANIC | | | | | | | | | | | | 1 |
| RELIG/GOSPEL | -- | -- | 4 | | 3 | -- | 2 | | 1 | 3 | 4 | 6 |
| CLASSICAL | | | | | | | | | | | | |

STATION NOTES

(Major call letter and format changes)

| | |
|---------|---|
| WIKS-F | WRBK until 80; WAZZ until 87; CHR until 80; Country until 87 |
| WRNS | CHR or AC until 82; Country until 84; MOR until 89; WFTC until 89 |
| WERO-F | WITN until 85; WDLX until 96; Shift from CHR to AC by 90; AC until 96; Oldies-70's until 00 |
| WSFL-F | CHR until 87; AC until 91 |
| WGPM | AOR until 88; WRQR until 96 |
| WMGV-F | WZYC until 91; WKQT until 96; AOR until 91; CHR until 96 |
| WKOO-F | WRCM until 89; Country until 89 |
| WZBR-F | WQDW until 88; WKCP until 90; WQDW again until ---; Black until 88; County until 90; Disappeared after 91 |
| WNCT-F | EZ until 94 |
| WXNR-F | WVYV until 92; WTND until 96; AC until 96 |
| WELS -F | WKGK until about 94 |
| WQZL-F | WKJA-F until 98; WANJ until 02 |

MAJOR STATION TRANSACTIONS: 1970 to 2003

| | | | |
|---------------------|---|----|------------|
| 1974 WBZQ | | \$ | 132,000 |
| 1980 WRNB, WAZZ-F | Sold by Ted Gray to Interstate | | 790,000 |
| 1986 WAZZ-F | Sold by Interstate | | 1,500,000 |
| 1986 WWMG, WSFL-F | Sold to Caravelle | | 2,225,000 |
| 1986 WISP, WQDW-F | Sold by Caravelle | | 1,600,000 |
| 1986 WAZZ-F | | | 1,500,000 |
| 1986 WWMG/WSFL-F | Sold to Caravelle | | 2,225,000 |
| 1986 WISP/WQDW-F | Sold by Caravelle | | 1,600,000 |
| 1986 WIKS-F | Sold by Joyner | | 4,500,000 |
| 1989 WFTC/WRNS-F | From Beasley to Pinnacle | | N/A |
| 1991 WSFL AF | Sold to Beasley partnership | | 500,000 |
| 1995 WCBZ-F | Sold to WRHT-F owner | | 725,000 |
| 1995 WRRF, WDLX-F | Sold to Pinnacle | | 3,750,000 |
| 1995 WKQT-F | Sold to Stephen Taylor | | 2,000,000 |
| 1995 WNCT A/F | From Tomlin/Knapp (Park) to Beasley | | 3,000,000 |
| 1996 WELS A/F | Sold to Willis | | 150,000 |
| 1996 WXNR-F | From S. Taylor to Beasley | | 2,000,000 |
| 1996 WIKS-F, WMGV-F | From S. Taylor to Beasley | | 14,000,000 |
| 1997 WKOO-F, WKJA-F | From Roger Ingram to Pinnacle | | 4,000,000 |
| 1997 WQSL-F | From HVS to Cumulus | | 1,200,000 |
| 1997 WXQR-F | From HVS to Cumulus | | 900,000 |
| 1997 WJNC | | | 300,000 |
| 1998 WGPM-F | Sold to WCZI-F owner | | 750,000 |
| 1999 WNBR-F, WZBR-F | From Conner to Eastern Carolina | | 1,200,000 |
| 1999 WMBL | Sold to Jacor | | 226,000 |
| 2000 | All Pinnacle stations sold to NextMedia | | --- |
| 2000 WYND-F, WNHW-F | From Coastal to OBX | | 1,300,000 |
| 2000 WQSL-F, WXQR-F | From Cumulus to NextMedia | | --- |
| 2001 WJNC | Sold to Conner | | 359,000 |

GREENVILLE, NC

HIGHEST BILLING STATIONS

| | <u>1984</u> | <u>1985</u> | <u>1986</u> | <u>1987</u> | <u>1988</u> | <u>1989</u> | | <u>1990</u> | <u>1991</u> | <u>1992</u> | <u>1993</u> | <u>1994</u> | <u>1995</u> | | |
|----|---------------|---------------|---------------|---------------|---------------|---------------|-----|---------------|---------------|---------------|---------------|-------------|-------------|----------|-----|
| 1 | Not Available | Not Available | Not Available | Not Available | Not Available | Not Available | | Not Available | Not Available | Not Available | Not Available | WRNS-F | 3.0 | WRNS A/F | 3.4 |
| 2 | | | | | | | | | | | | WIKS-F | 1.7 | WIKS-F | 2.0 |
| 3 | | | | | | | | | | | | WDLX-F | 1.4 | WSFL-F | 1.7 |
| 4 | | | | | | | | | | | | WSFL-F | 1.4 | WDLX-F | 1.6 |
| 5 | | | | | | | | | | | | WKOO-F | 1.0 | WRHT-F | 1.1 |
| 6 | | | | | | | | | | | | WRHT-F | 0.8 | WKOO-F | 1.0 |
| 7 | | | | | | | | | | | | WNCT-F | 0.8 | WNCT-F | 0.9 |
| 8 | | | | | | | | | | | | | | | |
| 9 | | | | | | | | | | | | | | | |
| 10 | | | | | | | | | | | | | | | |
| 11 | | | | | | | | | | | | | | | |
| | <u>1996</u> | <u>1997</u> | <u>1998</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | | | | | | | | | |
| 1 | WRNS A/F | WRNS A/F | WRNS A/F | WRNS A/F | WRNS A/F | WRNS-F | 4.5 | | | | | | | | |
| 2 | WIKS-F | WIKS-F | WSFL-F | WIKS-F | WIKS-F | WIKS-F | 3.2 | | | | | | | | |
| 3 | WSFL-F | WSFL-F | WIKS-F | WSFL-F | WIKS-F | WSFL-F | 2.8 | | | | | | | | |
| 4 | WRHT F/F | WNCT A/F | WNCT-F | WRHT F/F | WNCT-F | WNCT-F | 2.3 | | | | | | | | |
| 5 | WERO-F | WRHT F/F | WRHT-F | WRHT F/F | WRHT F/F | WRHT F/F | 1.5 | | | | | | | | |
| 6 | WNCT A/F | WERO-F | WERO-F | WXNR-F | WXNR-F | WERO-F | 1.2 | | | | | | | | |
| 7 | WKOO-F | WKOD F/F | WXNR-F | WMGV-F | WMGV-F | WMGV-F | 1.1 | | | | | | | | |
| 8 | | | | WERO-F | WERO-F | WXNR-F | 1.1 | | | | | | | | |
| 9 | | | | WXQR-F | WXQR-F | WQSL-F | 0.8 | | | | | | | | |
| 10 | | | | WKOO-F | WKOO-F | WXQR-F | 0.6 | | | | | | | | |
| 11 | | | | | | | | | | | | | | | |

HIGHEST BILLING RADIO ENTITIES

| | <u>1994</u> | <u>1995</u> | <u>1996</u> |
|----|-------------------|-------------------|-------------------|
| 1 | WRNS-F | Pinnacle | Beasley |
| 2 | S. Taylor | Beasley | Pinnacle |
| 3 | | S. Taylor | WCBZ, WRHT |
| 4 | | WCBZ, WRHT | WKOO, WKJA |
| 5 | | WKOO, WKJA | |
| 6 | | | |
| 7 | | | |
| 8 | | | |
| 9 | | | |
| 10 | | | |
| 11 | | | |
| | <u>1997</u> | <u>1998</u> | <u>1999</u> |
| 1 | Beasley | Beasley | Beasley |
| 2 | Pinnacle | Pinnacle | Next Media |
| 3 | WCBZ, WRHT | WCBZ, WRHT et.al. | WRHT, WNBR et.al. |
| 4 | Cumulus | Cumulus | Cumulus |
| 5 | | | |
| 6 | | | |
| 7 | | | |
| 8 | | | |
| 9 | | | |
| 10 | | | |
| 11 | | | |
| | <u>2000</u> | <u>2001</u> | <u>2002</u> |
| 1 | Beasley | Beasley | Beasley |
| 2 | Next Media | Next Media | NextMedia |
| 3 | WCBZ, WRHT et.al. | WCBZ, WRHT et.al. | |
| 4 | | | |
| 5 | | | |
| 6 | | | |
| 7 | | | |
| 8 | | | |
| 9 | | | |
| 10 | | | |
| 11 | | | |
| | <u>2003</u> | | |
| 1 | Beasley | | |
| 2 | NextMedia | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |

All 2002 and 2003 financial data is provided by BIA Financial.

DUNCAN'S COMMENTS

A good small market (all of the North Carolina markets have done well) led by WRNS

| | <u>2002</u> | <u>2003</u> |
|----|-------------|-------------|
| 1 | WRNS-F | WRNS-F |
| 2 | WIKS-F | WIKS-F |
| 3 | WSFL-F | WSFL-F |
| 4 | WNCT-F | WNCT-F |
| 5 | WERO-F | WERO-F |
| 6 | WMGV-F | WMGV-F |
| 7 | WXNR-F | WXNR-F |
| 8 | | WRHT-F |
| 9 | | |
| 10 | | |
| 11 | | |