

PPM Data Are Scheduled to Become Currency in Boston on April 23, 2009

Arbitron PPM™ data will not be the official ratings currency in Boston before April 23, 2009. All Arbitron clients who conduct business in Boston are contractually required to use Diary data for their transactions until the PPM data are commercialized. Arbitron clients may not use PPM data for transactional business until that date.

Boston PPM Pre-Currency Data

The Boston radio Metro is currently being measured with the Arbitron Portable People Meter™; this measurement period is called "Pre-Currency." The March 2009 survey represents the official release of PPM "Currency" data.

PPM "Pre-Currency" data may not be used for media planning, buying and/or selling purposes until PPM results become the official currency, which is scheduled to occur on April 23, 2009.

Arbitron clients are not permitted to create multimonth averages by mixing Diary and PPM data. However, they are welcome to create multimonth averages using January and February 2009 PPM data, after the PPM data are commercialized.

For more details about the Boston PPM launch, go to www.arbitron.com/ppm or contact your Arbitron account manager.