

Arbitron PPM® Commercialization Schedule

(October 2009)

| 2008 Rank ¹ | Market | In-Tab Target ² | PPM Pre-Currency Data | PPM Currency | Last Diary Report |
|------------------------|---|----------------------------|-----------------------|----------------|-------------------|
| 8 | Philadelphia | 1,530 | Jan/Feb 2007 | March 2007 | Fall 2006 |
| 6 | Houston-Galveston ³ | 1,361 | Apr/May 2007 | June 2007 | Winter 2007 |
| 1 | New York ⁴ | 3,892 | Oct 2007-Aug 2008 | September 2008 | Spring 2008 |
| 19 | Nassau-Suffolk (Long Island) ⁵ | 1,080 | Oct 2007-Aug 2008 | September 2008 | Spring 2008 |
| 38 | Middlesex-Somerset-Union ⁵ | 694 | Oct 2007-Aug 2008 | September 2008 | Spring 2008 |
| 2 | Los Angeles | 2,456 | July/Aug 2008 | September 2008 | Spring 2008 |
| 3 | Chicago | 1,946 | July/Aug 2008 | September 2008 | Spring 2008 |
| 4 | San Francisco ⁶ | 2,131 | July/Aug 2008 | September 2008 | Spring 2008 |
| 26 | Riverside-San Bernardino ³ | 799 | July/Aug 2008 | September 2008 | Spring 2008 |
| 35 | San Jose ⁵ | 866 | July/Aug 2008 | September 2008 | Spring 2008 |
| 5 | Dallas-Ft. Worth | 1,361 | Oct/Nov 2008 | December 2008 | Summer 2008 |
| 7 | Atlanta | 1,335 | Oct/Nov 2008 | December 2008 | Summer 2008 |
| 9 | Washington, DC | 1,331 | Oct/Nov 2008 | December 2008 | Summer 2008 |
| 11 | Detroit | 1,440 | Oct/Nov 2008 | December 2008 | Summer 2008 |
| 10 | Boston | 1,519 | Jan/Feb 2009 | March 2009 | Fall 2008 |
| 12 | Miami-Ft. Lauderdale-Hollywood | 1,553 | Apr/May 2009 | June 2009 | Winter 2009 |
| 13 | Seattle-Tacoma | 1,219 | Apr/May 2009 | June 2009 | Winter 2009 |
| 15 | Phoenix | 1,001 | Apr/May 2009 | June 2009 | Winter 2009 |
| 16 | Minneapolis-St. Paul | 1,136 | Apr/May 2009 | June 2009 | Winter 2009 |
| 17 | San Diego | 1,080 | Apr/May 2009 | June 2009 | Winter 2009 |
| 18 | Tampa-St. Petersburg-Clearwater | 1,016 | July/Aug 2009 | September 2009 | Spring 2009 |
| 20 | St. Louis | 1,103 | July/Aug 2009 | September 2009 | Spring 2009 |
| 21 | Denver-Boulder | 968 | July/Aug 2009 | September 2009 | Spring 2009 |
| 22 | Baltimore | 1,080 | July/Aug 2009 | September 2009 | Spring 2009 |
| 24 | Pittsburgh, PA | 1,088 | July/Aug 2009 | September 2009 | Spring 2009 |
| 23 | Portland, OR | 889 | Oct/Nov 2009 | December 2009 | Summer 2009 |
| 27 | Sacramento | 968 | Oct/Nov 2009 | December 2009 | Summer 2009 |
| 28 | Cincinnati | 945 | Oct/Nov 2009 | December 2009 | Summer 2009 |
| 29 | Cleveland | 1,016 | Oct/Nov 2009 | December 2009 | Summer 2009 |
| 30 | Salt Lake City-Ogden-Provo | 776 | Oct/Nov 2009 | December 2009 | Summer 2009 |
| 31 | San Antonio | 885 | Oct/Nov 2009 | December 2009 | Summer 2009 |
| 32 | Kansas City | 878 | Oct/Nov 2009 | December 2009 | Summer 2009 |
| 33 | Las Vegas | 653 | Oct/Nov 2009 | December 2009 | Summer 2009 |
| 25 | Charlotte-Gastonia-Rock Hill | 919 | July/Aug 2010 | September 2010 | Spring 2010 |
| 34 | Orlando | 709 | July/Aug 2010 | September 2010 | Spring 2010 |
| 36 | Columbus, OH | 806 | July/Aug 2010 | September 2010 | Spring 2010 |
| 37 | Milwaukee-Racine | 881 | July/Aug 2010 | September 2010 | Spring 2010 |
| 39 | Austin | 671 | July/Aug 2010 | September 2010 | Spring 2010 |
| 40 | Indianapolis | 926 | July/Aug 2010 | September 2010 | Spring 2010 |
| 41 | Providence-Warwick-Pawtucket | 581 | July/Aug 2010 | September 2010 | Spring 2010 |
| 42 | Norfolk-Virginia Beach-Newport News | 795 | July/Aug 2010 | September 2010 | Spring 2010 |
| 43 | Raleigh-Durham | 679 | July/Aug 2010 | September 2010 | Spring 2010 |
| 44 | Nashville | 698 | July/Aug 2010 | September 2010 | Spring 2010 |
| 45 | Greensboro-Winston Salem-High Point | 743 | Oct/Nov 2010 | December 2010 | Summer 2010 |
| 46 | Jacksonville | 675 | Oct/Nov 2010 | December 2010 | Summer 2010 |
| 47 | West Palm Beach-Boca Raton | 701 | Oct/Nov 2010 | December 2010 | Summer 2010 |
| 49 | Memphis | 510 | Oct/Nov 2010 | December 2010 | Summer 2010 |
| 50 | Hartford-New Britain-Middletown | 765 | Oct/Nov 2010 | December 2010 | Summer 2010 |
| 55 | New Orleans | 926 | Oct/Nov 2010 | December 2010 | Summer 2010 |

Information subject to change.

¹ Rank as of Fall 2008

² 75% of Installed Panel Target

³ PPM Radio Ratings Data accredited by MRC

⁴ Includes embedded markets (Nassau-Suffolk and Middlesex-Somerset-Union).

⁵ Embedded Market

⁶ Includes embedded market (San Jose).

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.