



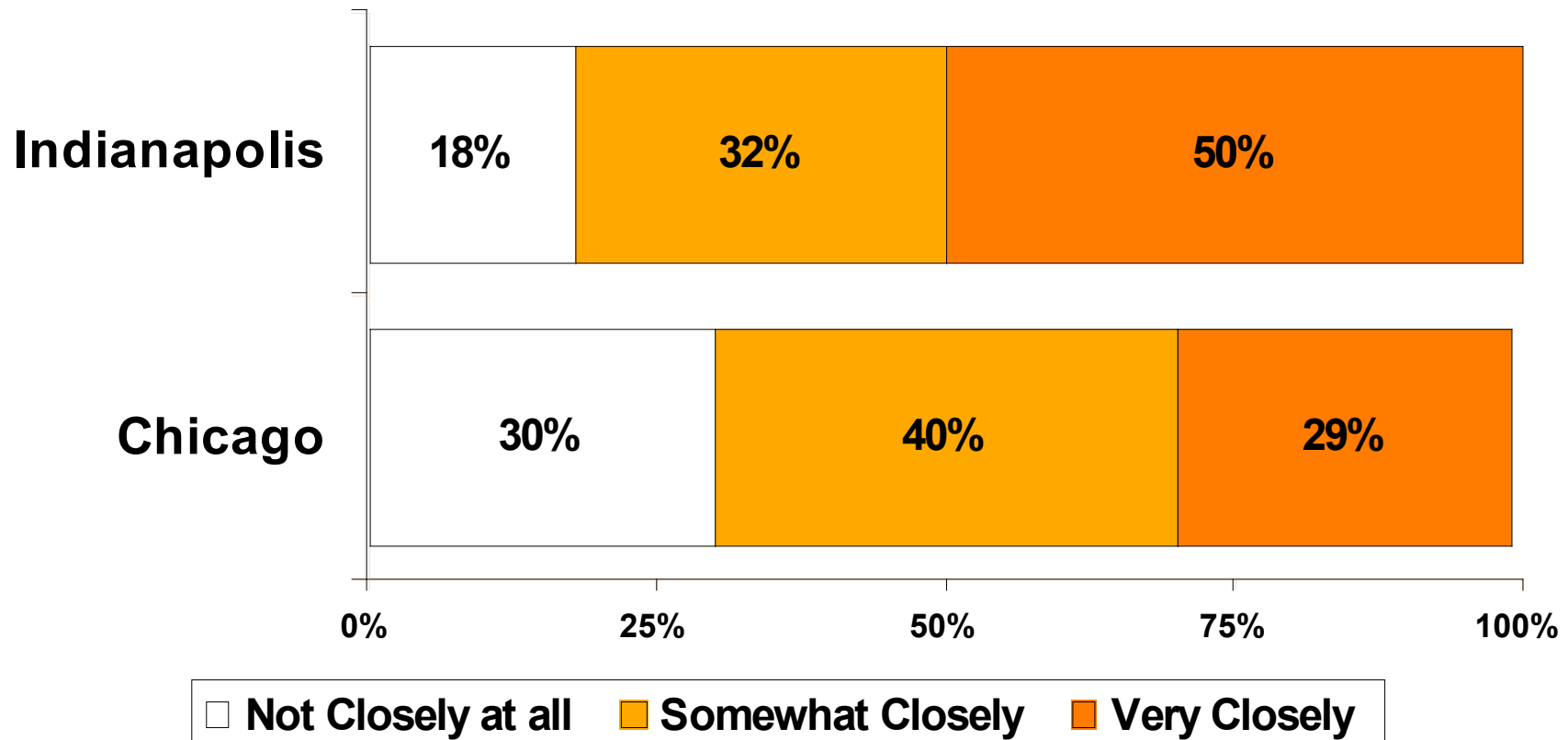
Super Bowl XLI

Impact On Home Market Media Usage

Chicago vs. Indianapolis: Next Day Results

Indianapolis Residents Showed A Greater Interest in Pre-Game Media

“How closely did you follow media coverage of the Super Bowl in the past week leading up to yesterday's game?”

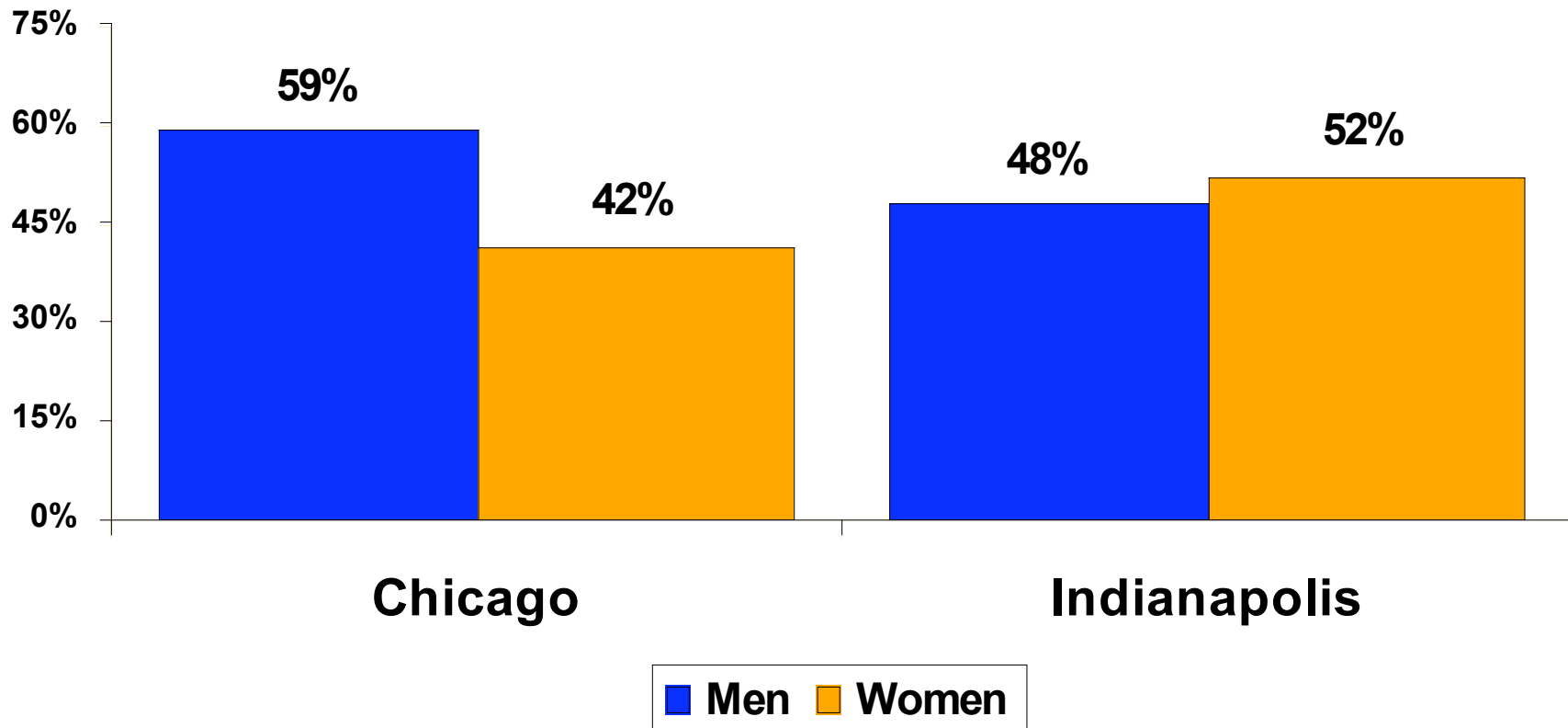


ARBITRON

Base: Persons age 18 or older in Chicago and Indianapolis radio metros.

More Indianapolis Women Than Men Followed The Pre-game Media “Very Closely”

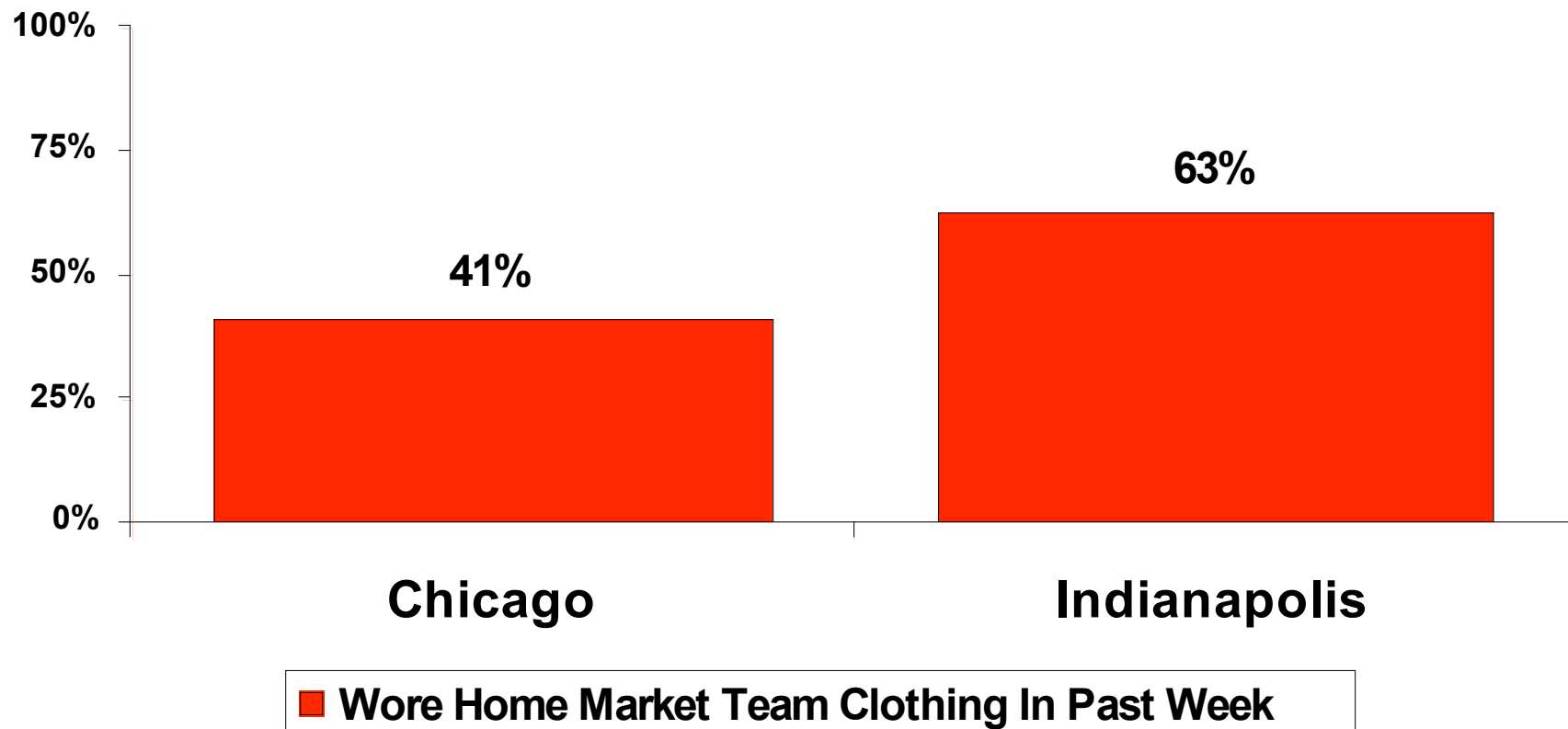
“How closely did you follow media coverage of the Super Bowl in the past week leading up to yesterday's game?” Answer: Very Closely



ARBITRON Base: Persons age 18 or older in Chicago and Indianapolis radio metros who VERY CLOSELY followed pre-game media coverage.

Well Over Half of Indianapolis Residents Expressed Team Spirit Through Clothing

“Have you worn any... <home market team>... clothing in the past week to show support for the team?”



ARBITRON

Base: Persons age 18 or older in Chicago and Indianapolis radio metros.



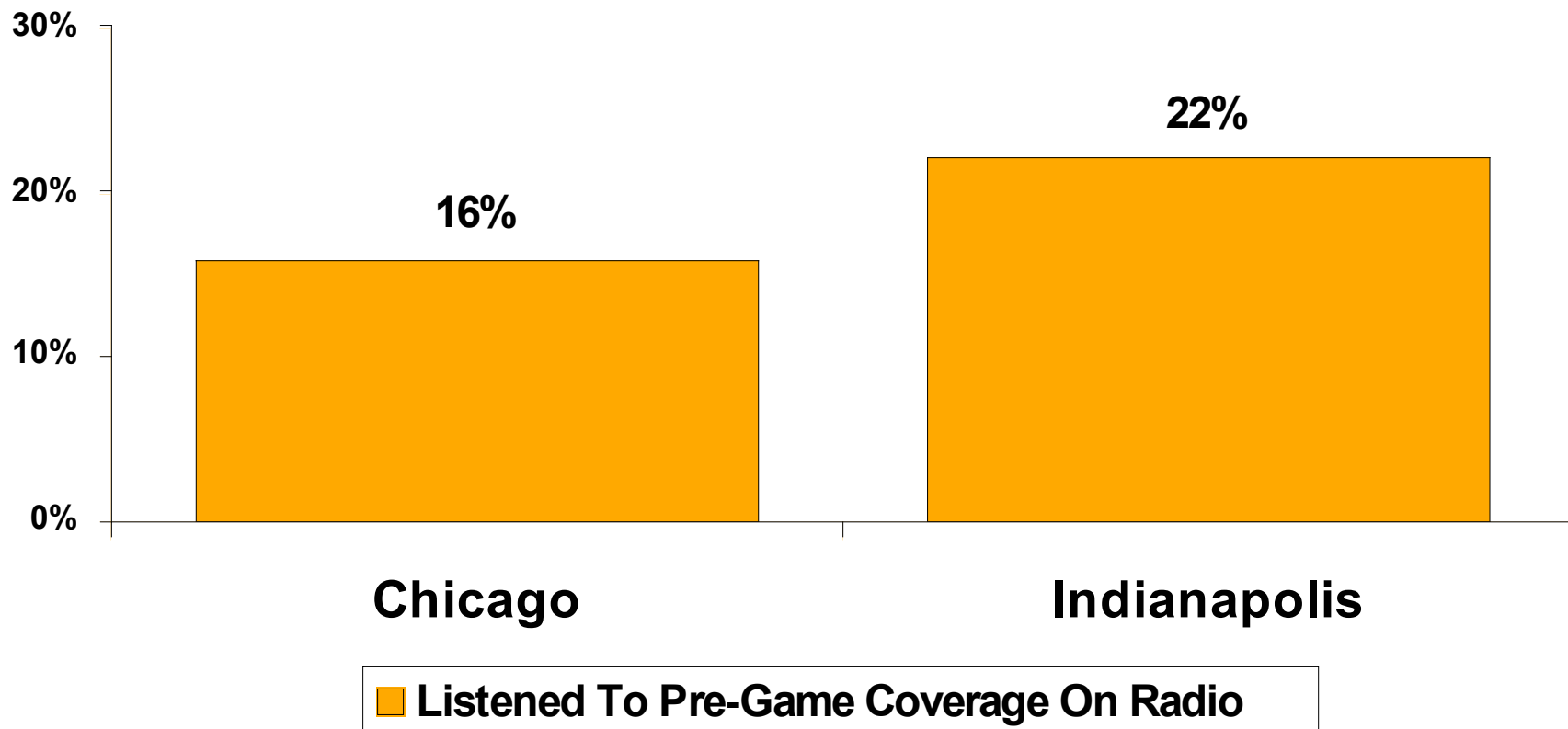
Super Bowl XLI

Home Market RADIO

Next Day Results

On Average 1 in 5 Fans Listened To Pre-Game Radio The Day Before

“Did you listen to any part of the Super Bowl pre-game coverage on the radio yesterday?”

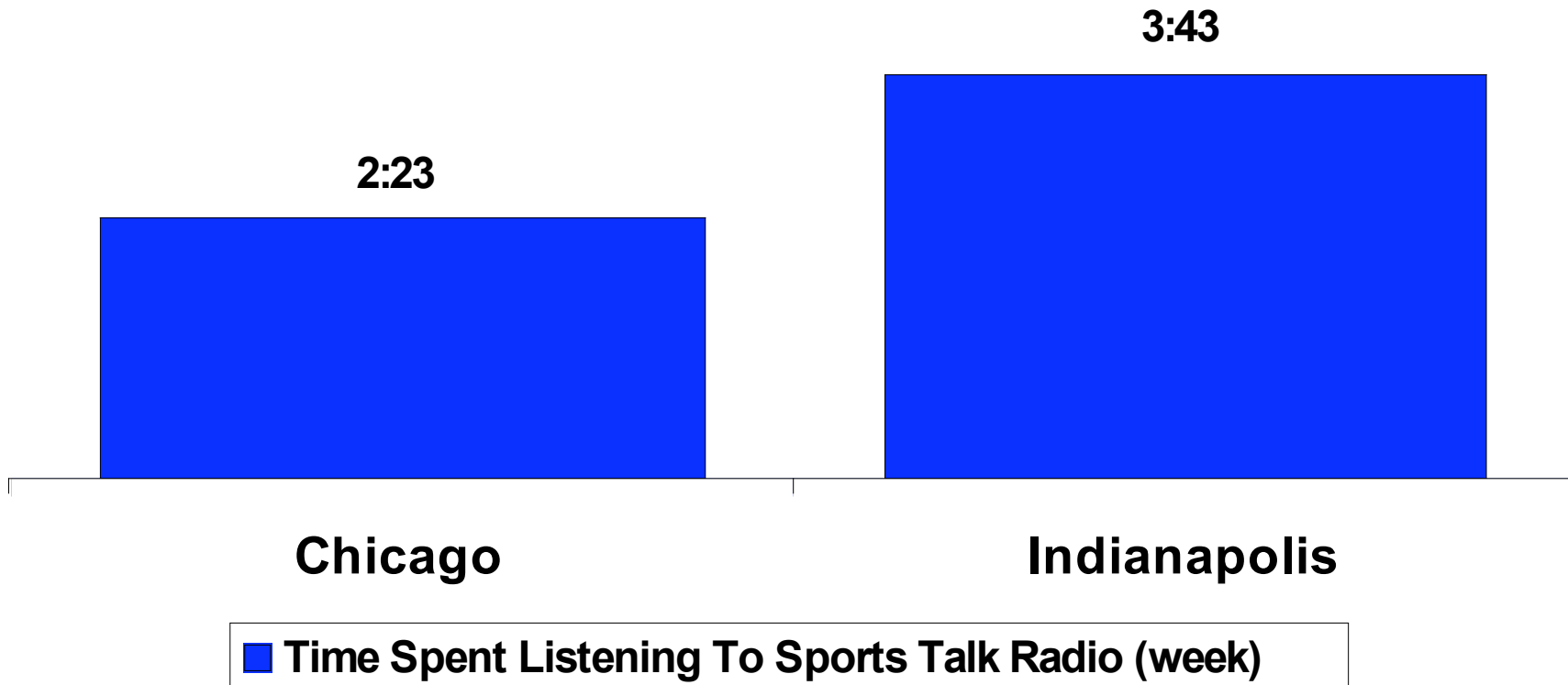


ARBITRON

Base: Persons age 18 or older in Chicago and Indianapolis radio metros.

Indianapolis Fans Listened To More Pre-Game Sports Talk Radio Than Chicago

“How much time in hours or minutes did you spend listening to sports talk on the radio in the past week leading up to yesterday’s Super Bowl?”

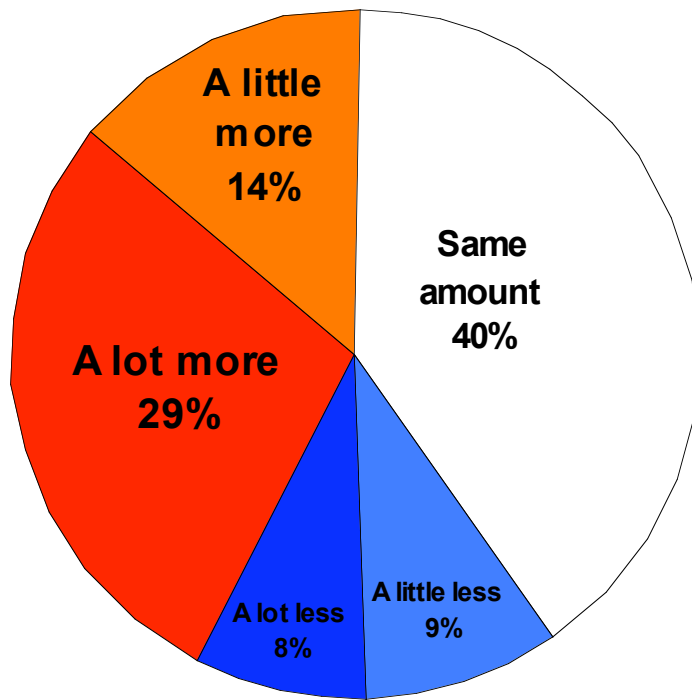


ARBITRON

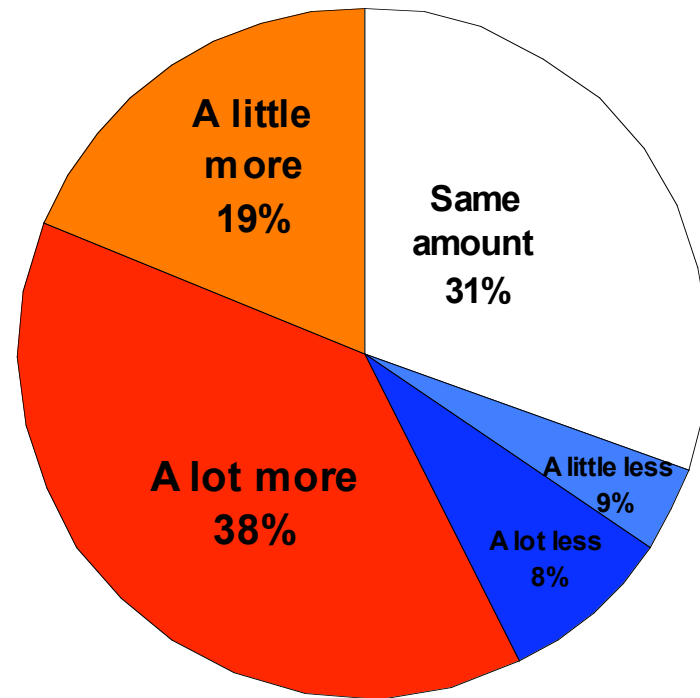
Base: Persons age 18 or older in Chicago and Indianapolis radio metros.

Sports Talk Radio Listeners' Time Spent Listening Was Up That Week

“Is that amount of time a lot more, a little more, the same amount, a little less or a lot less time than you usually spend listening to sports talk on the radio in a typical week?”



Chicago



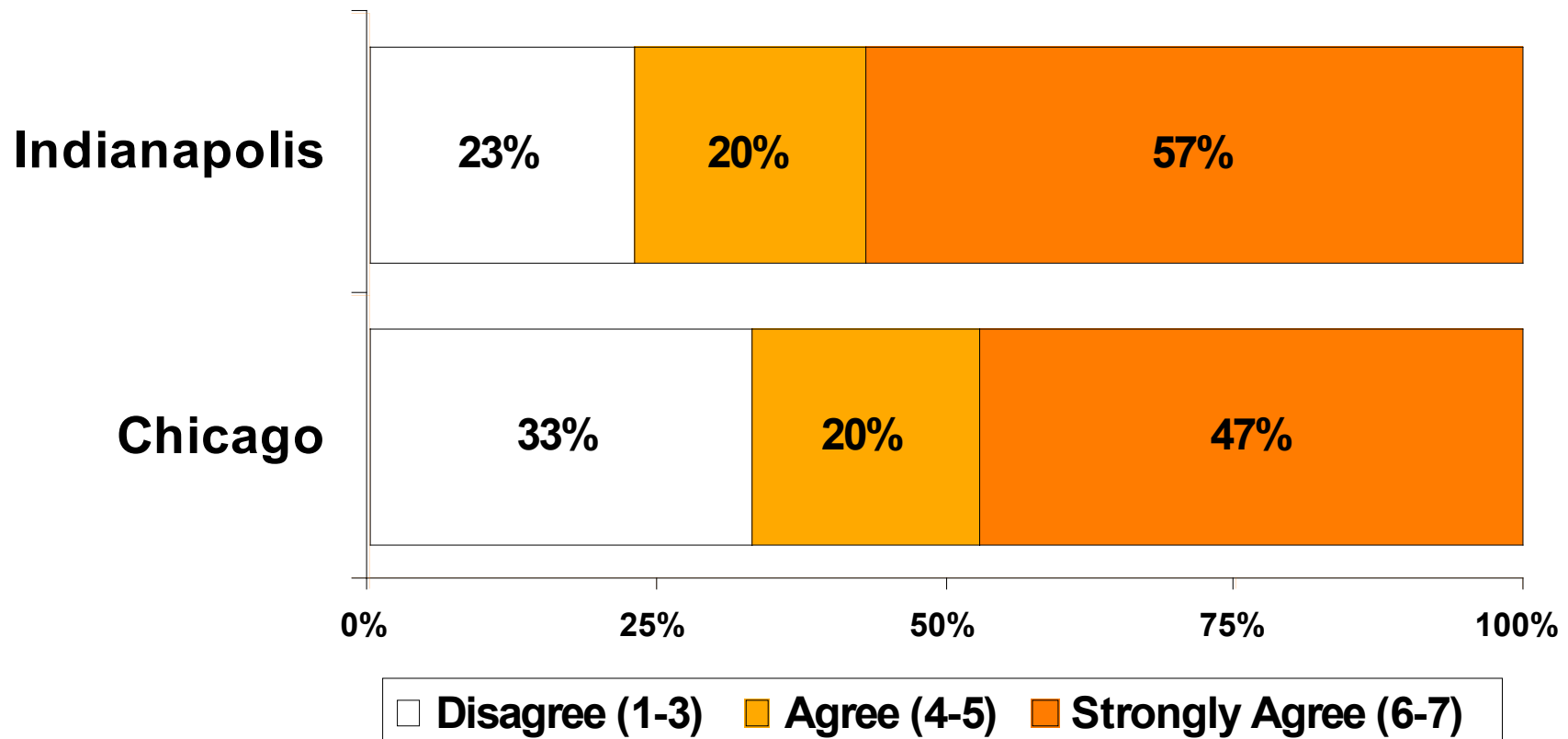
Indianapolis



ARBITRON Base: Persons age 18 or older in Chicago and Indianapolis radio metros who spent time listening to sports talk on the radio in the past week.

People Are Less Likely To Switch Stations While Listening To The Game

“You are less likely to change radio stations while listening to the Super Bowl broadcast than you are when listening to something else?” Agree or Disagree on a 7 point scale

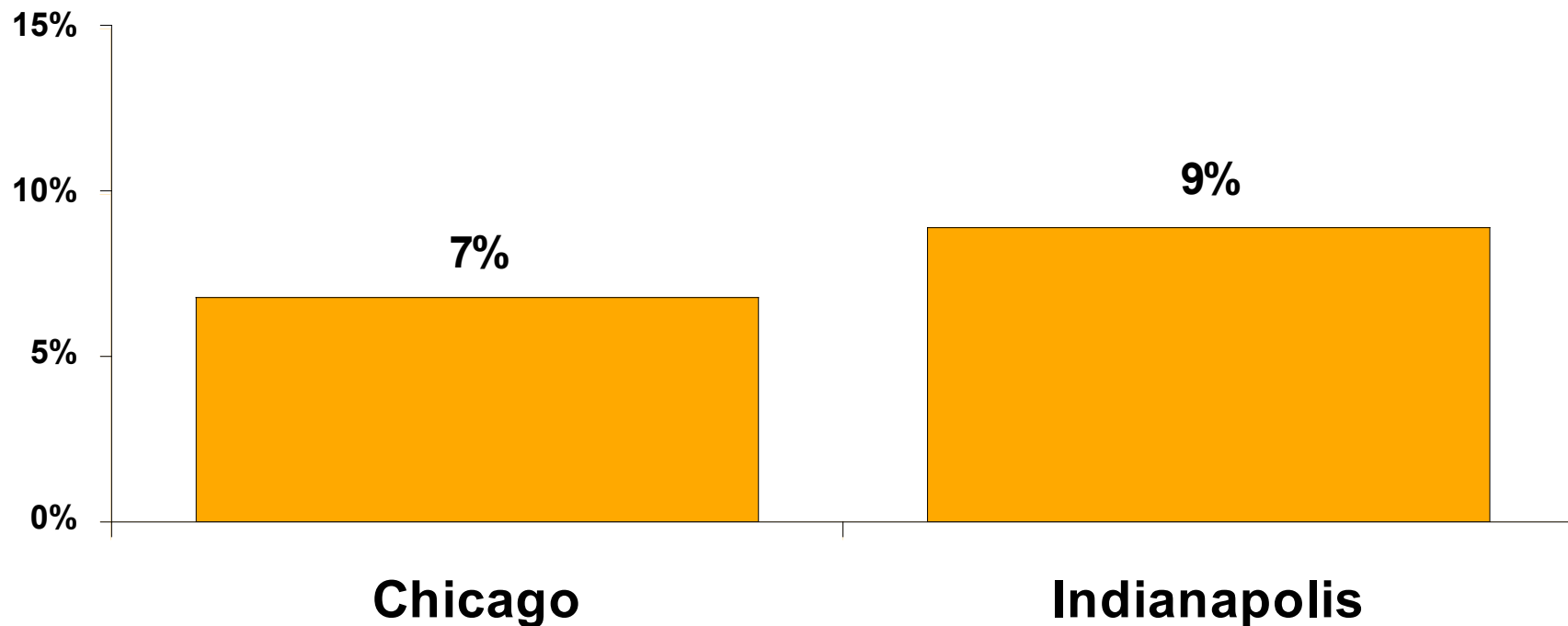


ARBITRON

Base: Persons age 18 or older in Chicago and Indianapolis radio metros.

Nearly 1 in 10 Indianapolis Fans Listened To Part Of The Big Game On The Radio

“Did you listen to any part of the Super Bowl game itself on the radio yesterday?”



■ Listened To Any Part of Super Bowl Game On Radio



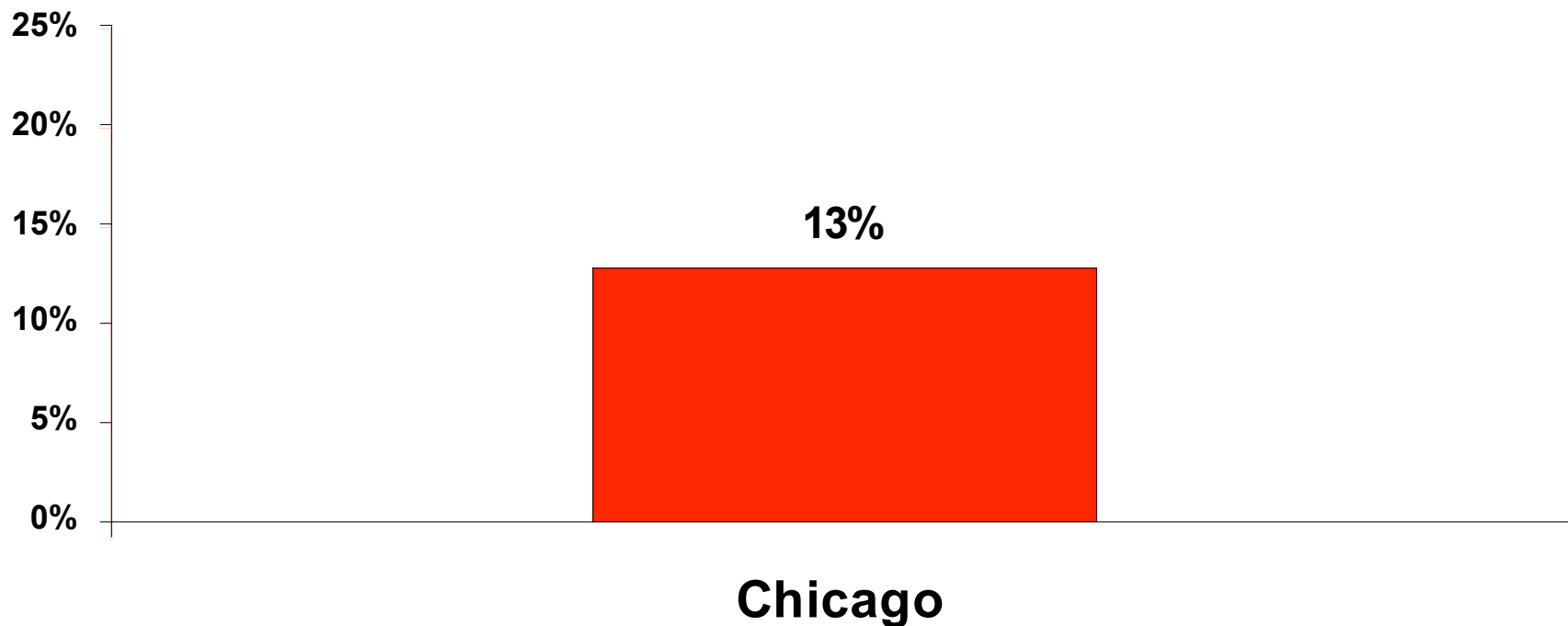
ARBITRON

Base: Persons age 18 or older in Chicago and Indianapolis radio metros.

© 2007 Arbitron Inc.

Over 1 in 10 Chicago Hispanics/Latinos Listened to Game on Spanish Radio

“Did you listen to any part of the Super Bowl on the radio yesterday in Spanish, specifically on 105.9, WCKG, “Free FM”?”



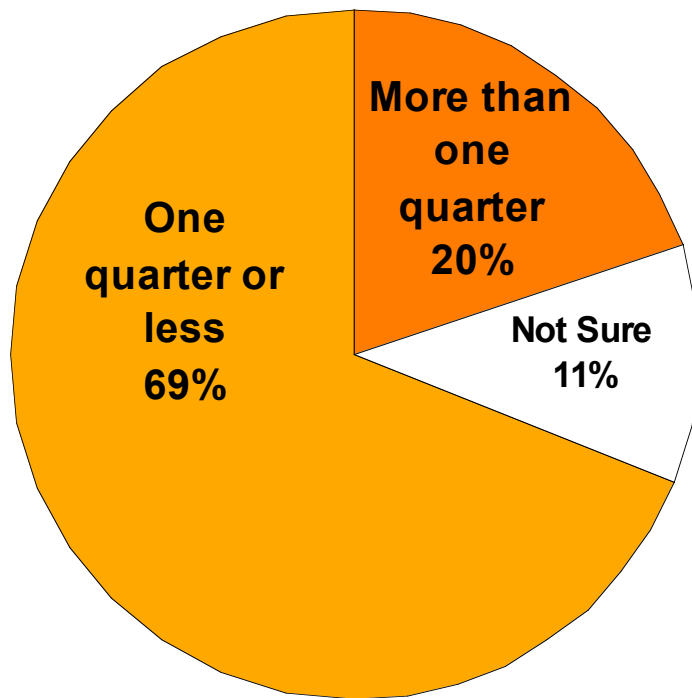
■ Listened Super Bowl Game On Spanish Language Radio



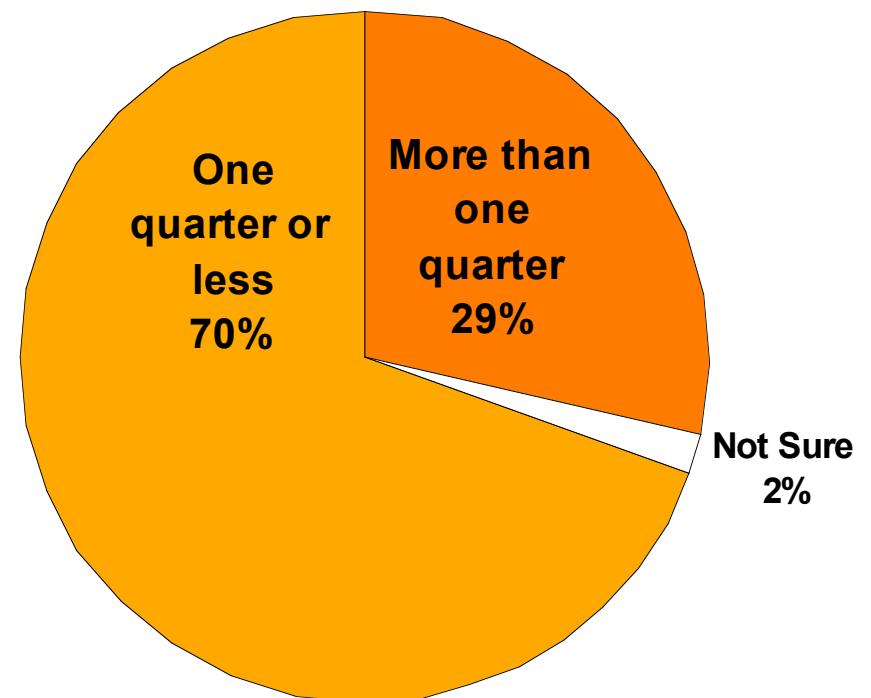
*Base: Persons of Spanish, Hispanic or Latino descent
age 18 or older in Chicago radio metro.*

Super Bowl Radio Listeners Spent Limited Time Tuned To The Game

“How many quarters of the Super Bowl game did you listen to on the radio yesterday?”



Chicago



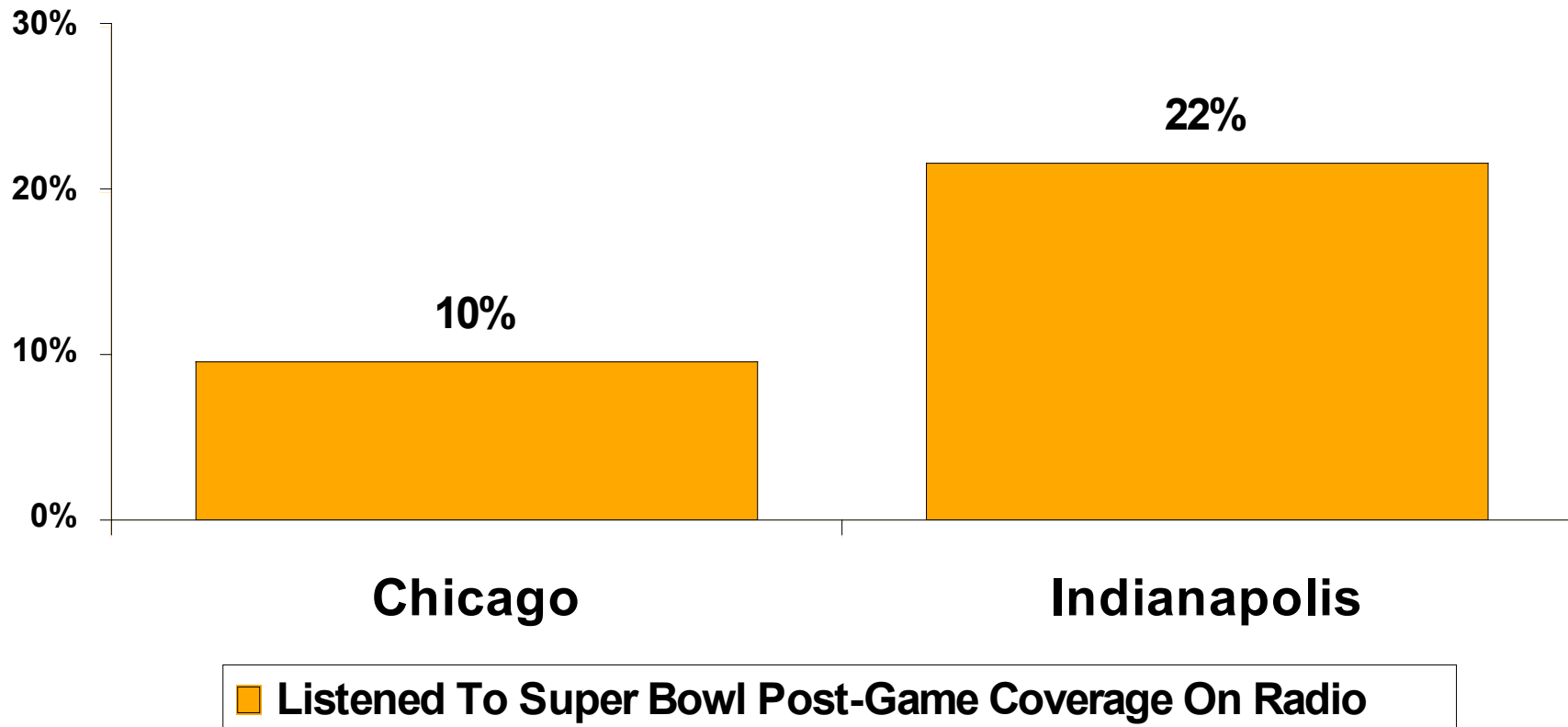
Indianapolis



ARBITRON Base: Persons age 18 or older in Chicago and Indianapolis radio metros who listened to part of the Super Bowl game on the radio.

Twice As Many Indianapolis Fans Listened To Post-Game Coverage on Radio

“Did you listen to any part of the Super Bowl post-game coverage on the radio yesterday?”

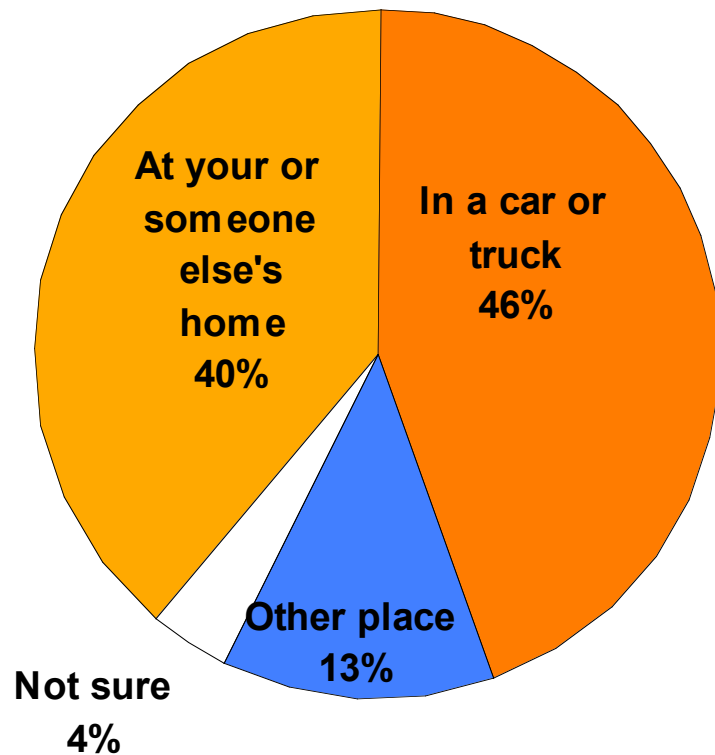


ARBITRON

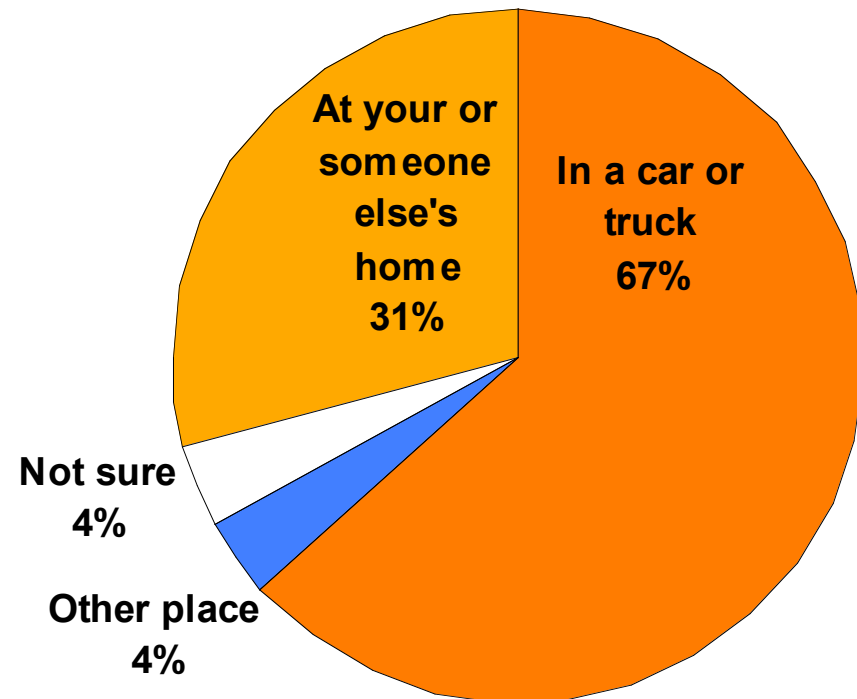
Base: Persons age 18 or older in Chicago and Indianapolis radio metros.

Most Super Bowl Radio Listening Was Done Out of Home

“When You listened to Super Bowl coverage on the radio yesterday, where did you listen?”



Chicago



Indianapolis



ARBITRON Base: Persons age 18 or older in Chicago and Indianapolis radio metros who listened to part of the Super Bowl pre-game, game or post-game on the radio.



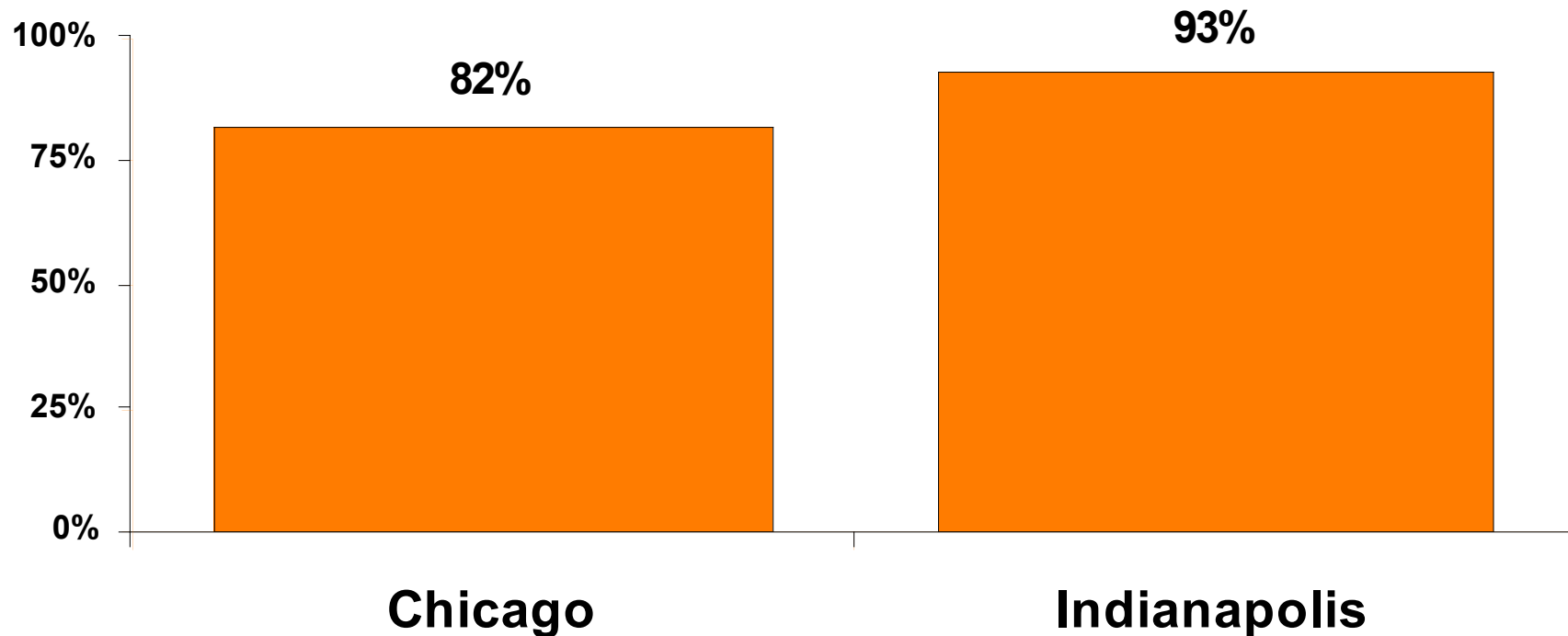
Super Bowl XLI

Home Market TELEVISION

Next Day Results

Super Bowl Coverage on Television Reached Vast Majority Of Adult Population

“Did you watch to any part of the Super Bowl pre-game, game itself or post-game on television yesterday?”



■ Watched pre-game, game or post-game Super Bowl coverage on TV

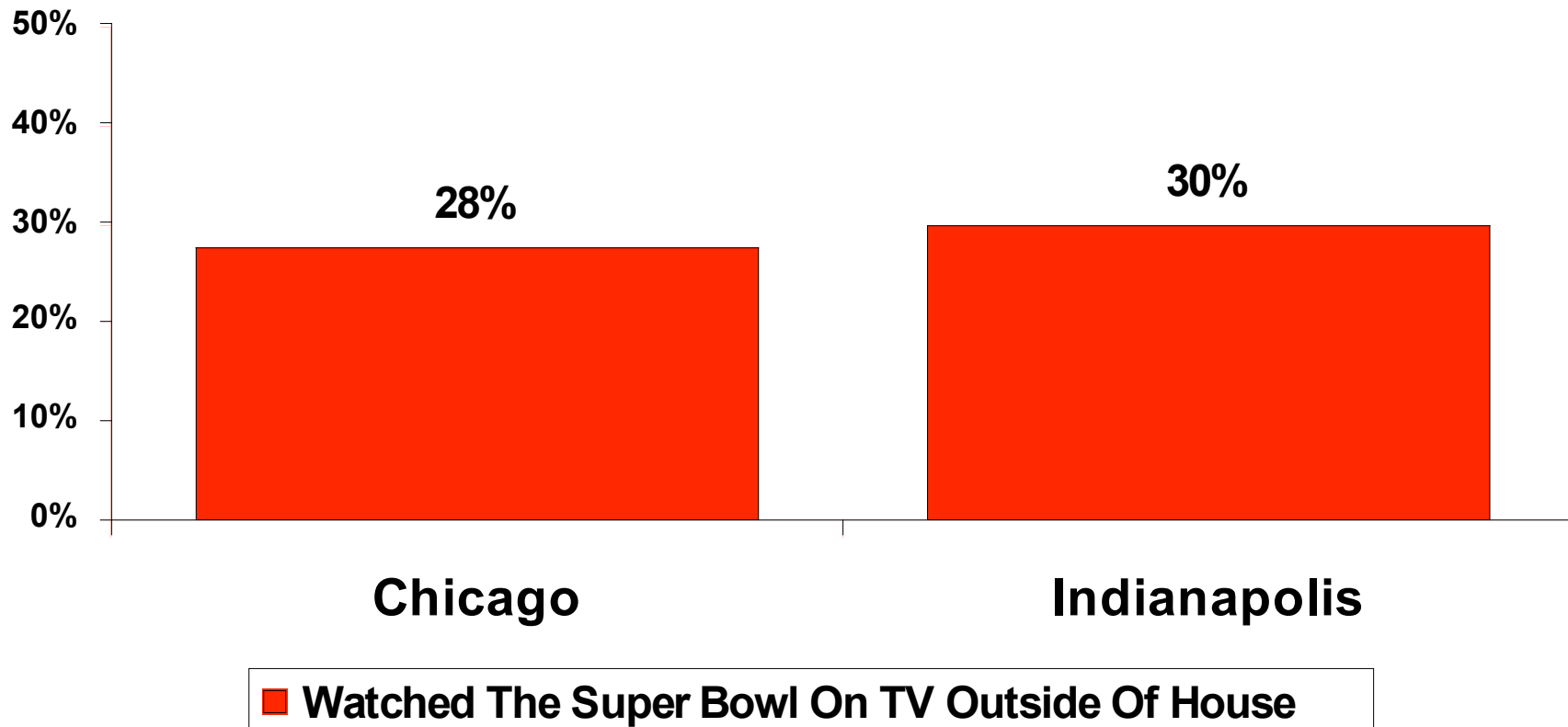


ARBITRON

Base: Persons age 18 or older in Chicago and Indianapolis radio metros.

1 in 3 Super Bowl Viewers Watched Outside Their Home

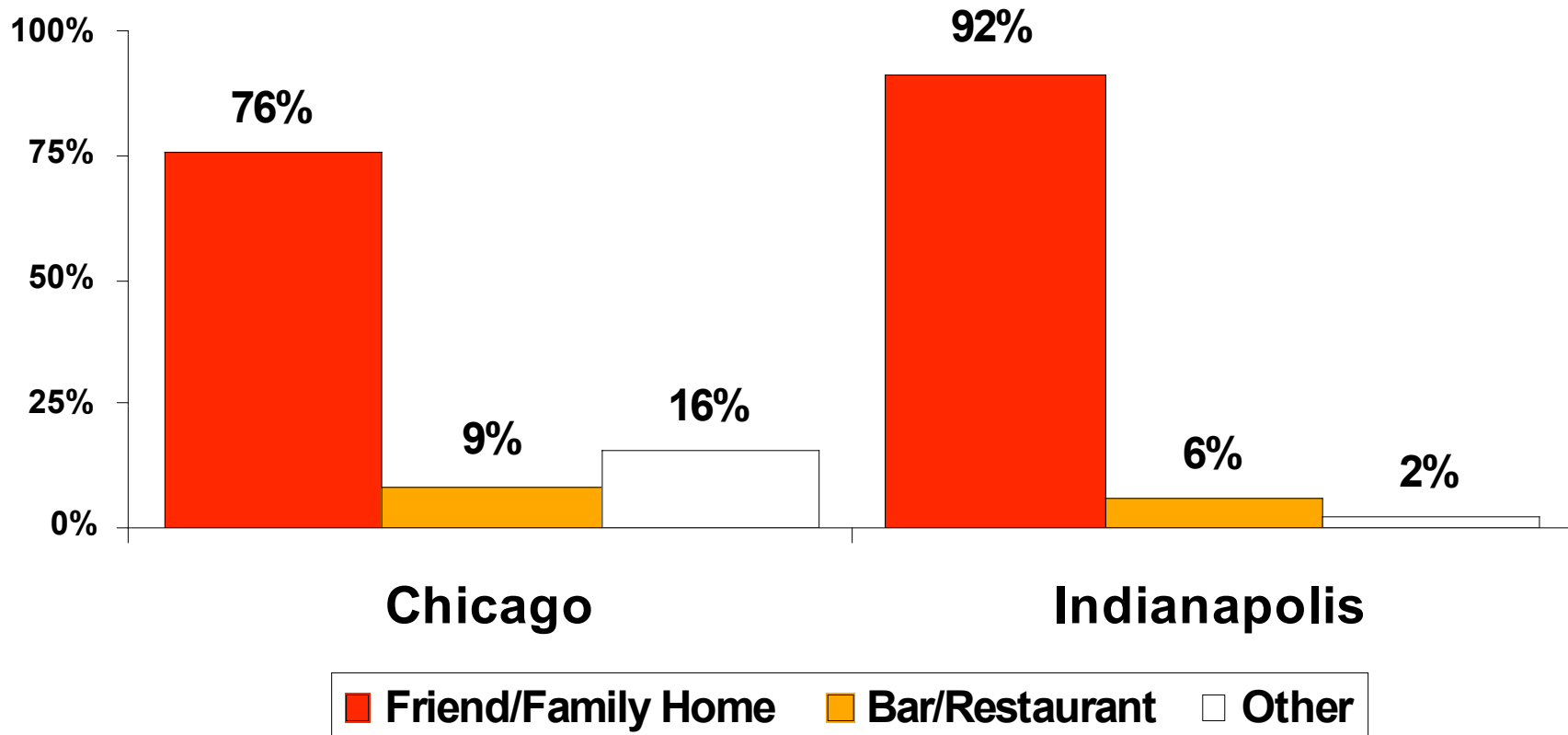
“And did you watch any part of yesterday’s Super Bowl on television anyplace outside of your home?”



ARBITRON Base: Persons age 18 or older in Chicago and Indianapolis radio metros who watched part of the Super Bowl pre-game, game or post-game on the TV. © 2007 Arbitron Inc.

Viewers Who Didn't Watch The Super Bowl At Their Homes

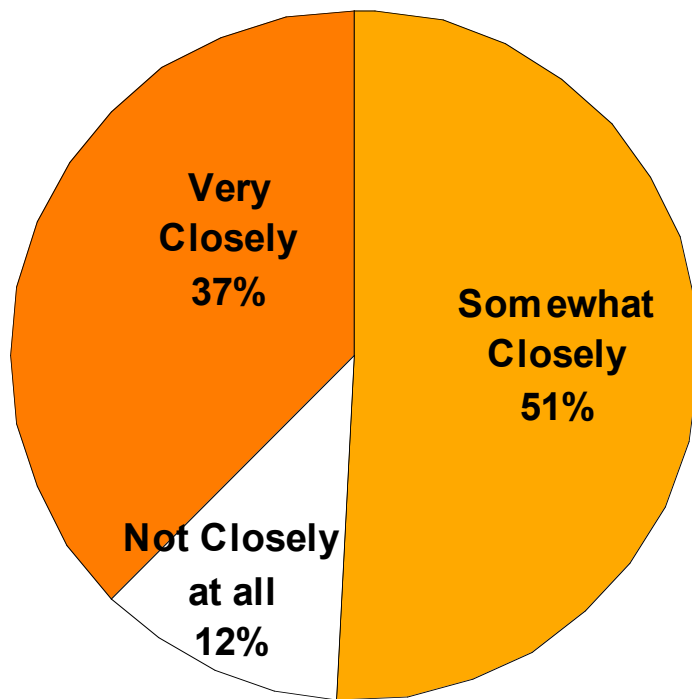
“Where did you watch the Super Bowl on television outside of your home?”



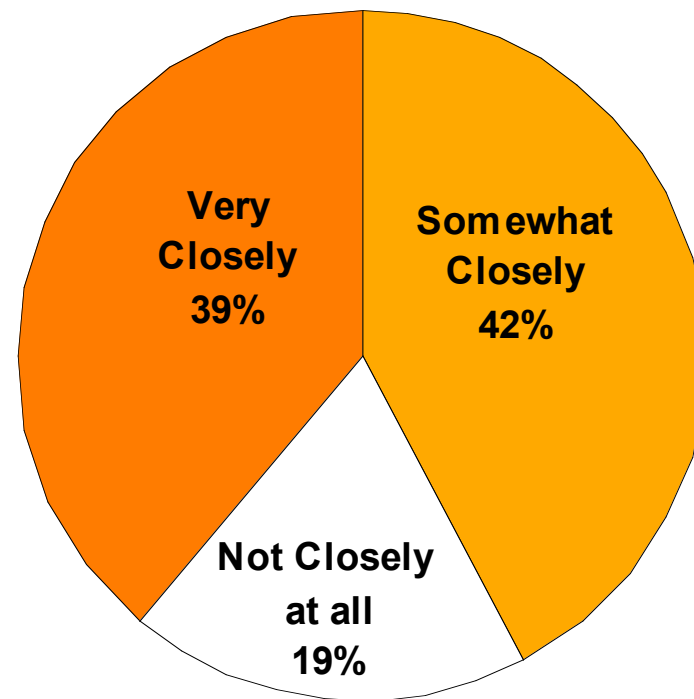
ARBITRON Base: Persons age 18 or older in Chicago and Indianapolis radio metros who watched the Super Bowl game outside of their home.

Super Bowl Watchers Paid Close Attention To The Commercials

“How closely did you pay attention to the television commercials during yesterday’s Super Bowl?”



Chicago



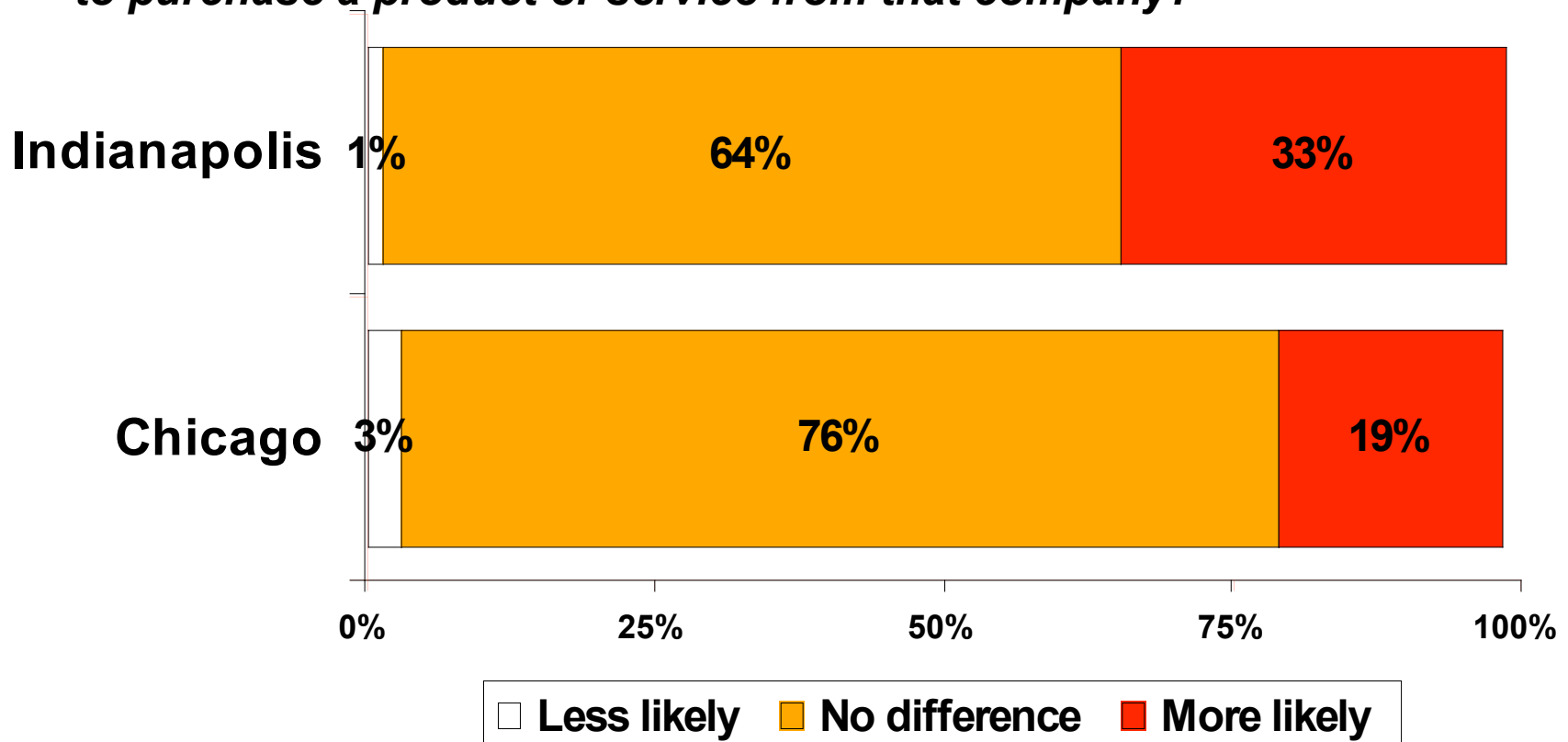
Indianapolis



ARBITRON Base: Persons age 18 or older in Chicago and Indianapolis radio metros who watched part of the Super Bowl pre-game, game or post-game on the TV. © 2007 Arbitron Inc.

Home Team Sponsorship Increases Purchase Intent For Featured Brands

“Would you say you would be more likely to buy from a company that sponsors the <home market team> , less likely, or would a company sponsoring the <home market team> make difference in your decision to purchase a product or service from that company?”



ARBITRON

Base: Persons age 18 or older in Chicago and Indianapolis radio metros.

Methodology

These custom estimates are based on listening, viewing and consumer information reported during telephone interviews with persons 18 years of age and older in the Indianapolis and Chicago radio metros. The survey was conducted on **Monday, February 5, 2007**. This custom study is part of Arbitron's new Custom Sports Ratings service.

Arbitron conducts Custom Sports studies for a wide variety of sporting events including Major League Baseball, National Basketball Association as well as National Football League broadcasts. For sales information, contact Mason Meyer at 443-259-7575 or via email at mason.meyer@arbitron.com.