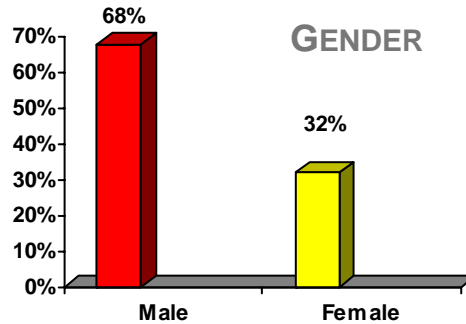
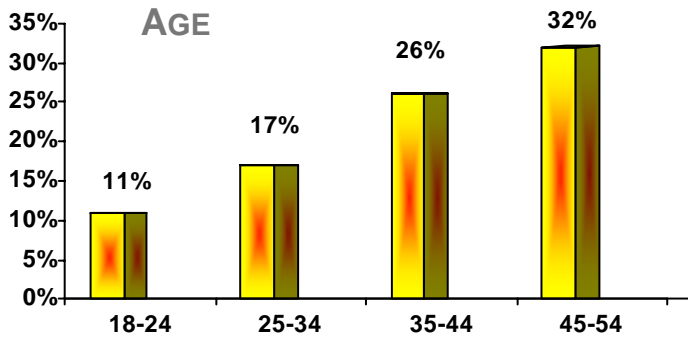




K-97 is Edmonton's Classic Rock Station. Classic Rock is the defining music of a generation...vintage albums from legends like Pink Floyd, Led Zeppelin, The Rolling Stones, and new classics from U2, Guns 'n Roses & Tragically Hip and 54-40. Kick start your mornings with the K-97 Morning show starring Terry Evans.

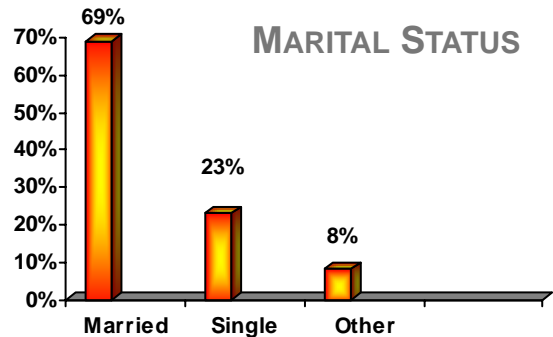
LISTENER PROFILE

75% of K-97's audience is between the ages of 25-54

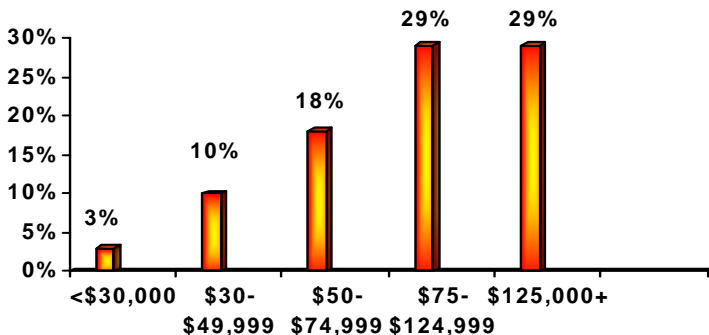


K-97 skews to the male audience:
68% Male (76,250)
32% Female (35,090)

OCCUPATION	% of Listeners
Skilled Labour Trades, Service, Labourers, Farmers	28%
Business Professionals Managers, Owners & Professionals	25%
Skilled Personnel Sales, Service, or Technical	25%

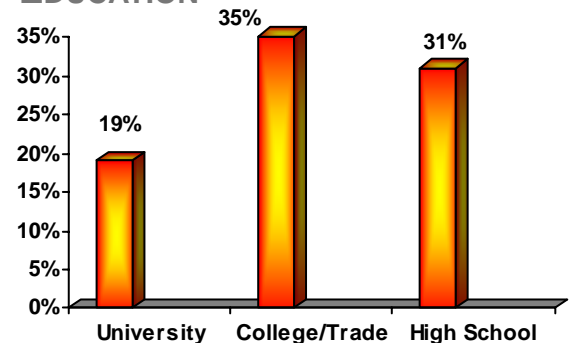


HOUSEHOLD INCOME



58% of K-97's audience has an annual household income of OVER \$75,000! 29% OVER \$125,000 PER YEAR!

EDUCATION



54% of K-97's audience has a post-secondary education