



Music You Know and Love

CJOC-FM “94.1 THE LOUNGE” STATION PROFILE

94.1 The Lounge is CJOC-FM Lethbridge Playing “The Music You Know and Love”

“The Lounge” believes in **LIVE LOCAL RADIO**. The CJOC News Team is the largest and most experienced in Lethbridge presenting local newscasts on the hour all day. 94.1 The Lounge is proud to be **The Voice of the WHL Lethbridge Hurricanes**.

Our Announcers “Know and Love” Southern Alberta. Our Morning Show is anchored by well known local celebrity Mark Campbell. “Mark Campbell in the Morning” features Veryl Todd with your news and information every 30 minutes, fun and games with Mark and plenty of “The Music You Know and Love”.

Bruce Andrei kicks off “The Lounge No Repeat Workday” weekdays at 9am, Andy Carlson takes over at 2pm to wind down your day and “The John Tesh Radio Show” features “Music and Intelligence For Your Life” on Lethbridge’s most unique evening radio show.

CJOC-FM is Locally Owned and Operated by Clear Sky Radio Inc.

www.clearskyradio.com





“94.1 THE LOUNGE” STATS

Station: CJOC-FM “94.1 The Lounge”

Frequency: 94.1 FM

Format: Full Service Gold Adult Contemporary

Target Audience: Adults 35+

City of Lethbridge Population: 81,692¹

Coverage/Trading Area Population: 275,000²

Signal Strength: 100,000 Watts

Coverage Area Includes: Lethbridge and surrounding Southern Alberta Communities including Coaldale, Fort Macleod, Taber, Coalhurst, Claresholm, Cardston, Pincher Creek, Granum, Vulcan, Magrath, Raymond, Del Bonita, Nobleford, Vauxhall.



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Source: 1. City of Lethbridge 2007 Municipal Census. 2. Economic Development Lethbridge 2007-2008

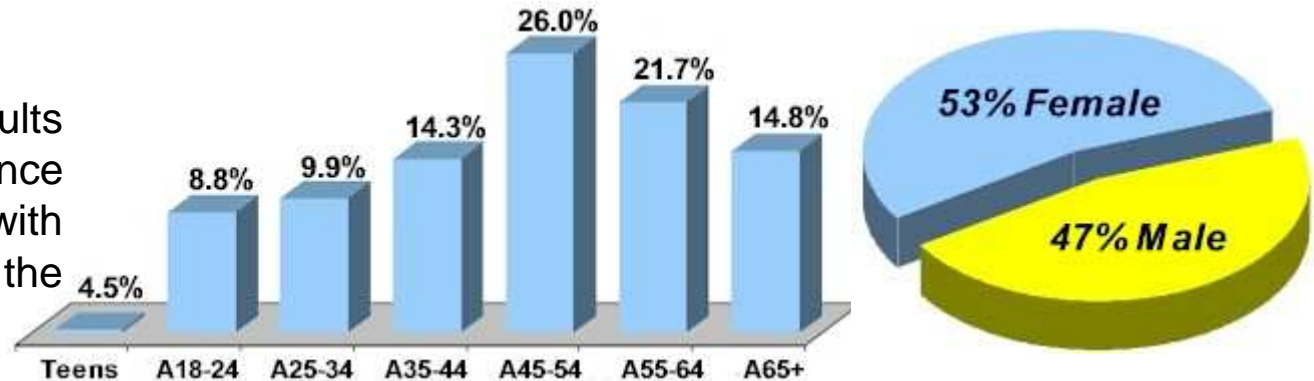




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“94.1 THE LOUNGE” LISTENERS

The Lounge targets adults aged 35+. Our audience skews slightly female with 53% being women and the balance men.¹



50% of the Lounge audience falls into the Adult 25-54 age group and 62% of the Lounge audience falls into the Adult 35-64 age group. According to the 2008 BBM S4 results, The Lounge has a reach of 32,814 weekly listeners. These consumers spend 262,000 weekly hours tuned into CJOC-FM “94.1 The Lounge”.²

Lounge Listeners Household Income

No Reply	>\$30,000	\$30,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000+
16.1%	9.2%	15.6%	26.4%	12.5%	20.2%

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Source: 1. Average 2007 BBM S4 and 2008 BBM S4: All Week 12+, Lethbridge CTRL 2. 2008 BBM S4: All Week 12+, FC Cume



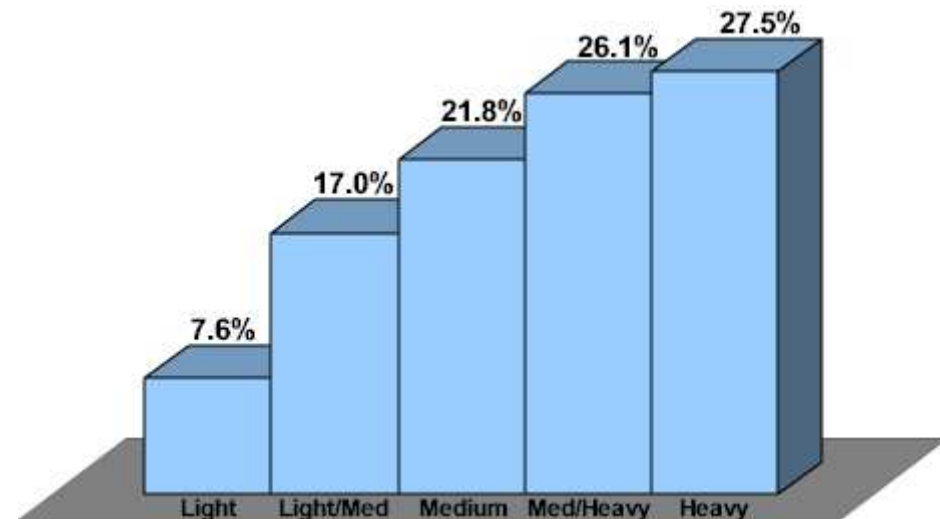


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“94.1 THE LOUNGE” LISTENERS

- 28% of Lounge listeners are employed as Owners, Managers or Professionals, 11% are employed in the in Clerical, 12% work as Service workers and 17% are Skilled Trades.
- 74% of Lounge listeners are home owners.
- 15% of Lounge listeners spent \$20,000 or more on a new car in the past year.
- 66% of Lounge listeners have an RRSP investment and 35% use a financial planner.
- 90% of Lounge listeners own a computer and 75% have high speed internet access and 37% listen to radio via the Internet.
- 68% of Lounge listeners are married or common law.
- 60% of Lounge listeners spent at least \$101 on groceries in the past week.
- 72% of Lounge listeners vacationed in the past year.

98% of Lounge Listeners listened to Radio in the Past Week and 53.6% are considered to be Medium Heavy to Heavy users of Radio



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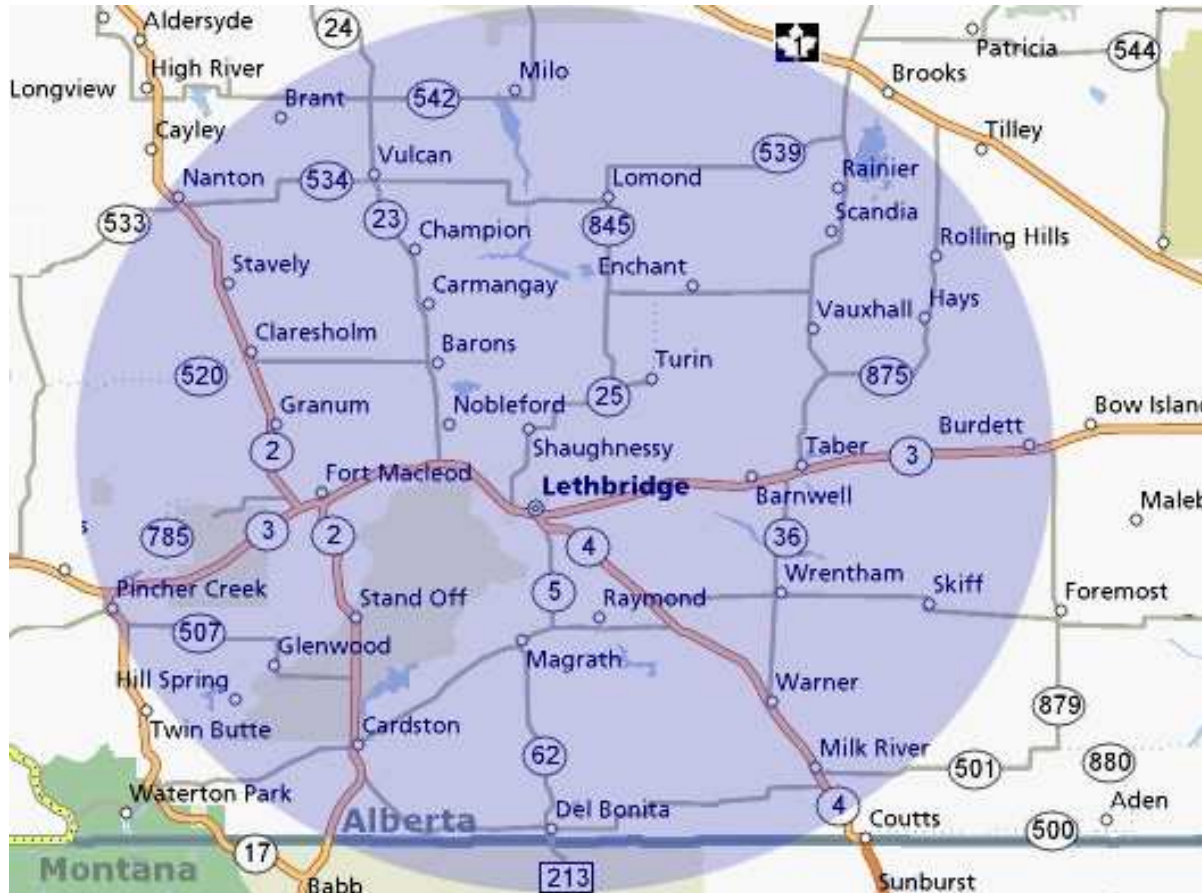
Source: Average 2007 BBM S4 and 2008 BBM S4: All Week 12+, Lethbridge CTRL





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“94.1 THE LOUNGE” COVERAGE AREA



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