



IMMEDIATE RELEASE

**CURTIS MEDIA SCORES TOP TWO STATIONS
IN FALL RADIO RATINGS SURVEY**

RALEIGH, NC (January 23, 2009) For the first time in five years, the two highest rated commercial radio stations in the Triangle are owned by Curtis Media Group. The stations, country formatted 94.7 WQDR and NewsTalk 680 WPTF, are the first locally-owned stations to hold the top two spots since they accomplished the same feat five years ago. The results are from the just-released fall ratings survey as published by the Arbitron Company and covering the 12-week period from September 18th through December 10th.

“This is a stunning achievement by some very dedicated radio professionals,” said Curtis Media President Phil Zachary. “Considering the level of competition across all media platforms, not to mention the general noise surrounding the fall election campaign, these ratings validate the notion that live, local, commercial radio is still an integral part of the lives of those who live in the Triangle and Eastern North Carolina.” WQDR ranked first with a 7.8 share, while WPTF tied for second with a 6.9. The share number represents the percentage of all radio listeners over the age of 12 who listen to the station in an average quarter hour between 6:00AM and midnight, Monday through Sunday. The top-ten Triangle stations (and their ownership) were as follows:

Station	Su' 2008	Fa' 2008
WQDR (Curtis Media)	7.4	7.8
WPTF (Curtis Media)	5.1	6.9
WDCG (Clear Channel)	5.8	6.9
WQOK (Radio One)	7.3	6.6
WFXC (Radio One)	5.9	6.2
WRAL (Capitol)	5.6	5.1
WNNL (Radio One)	6.4	4.9
WBBB (Curtis Media)	3.4	3.9
WYMY (Curtis Media)	3.4	3.1
WKSL (Clear Channel)	2.3	2.9

Comparisons are to the Summer, 2008 Arbitron survey. The quarterly ratings help stations set advertising rates for the next six months.

Curtis Media Group (CMG) is North Carolina's largest independent radio broadcaster with nineteen radio stations reaching more than one-million weekly listeners in The Triangle, The Triad and Eastern North Carolina. In addition, CMG operates the Triangle Traffic Network, Cupid.com, TriangleHelpWanted.com, TriangleTrader.com, the Southern Farm Network, CMG Southern Sales and State Government Radio.com.

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