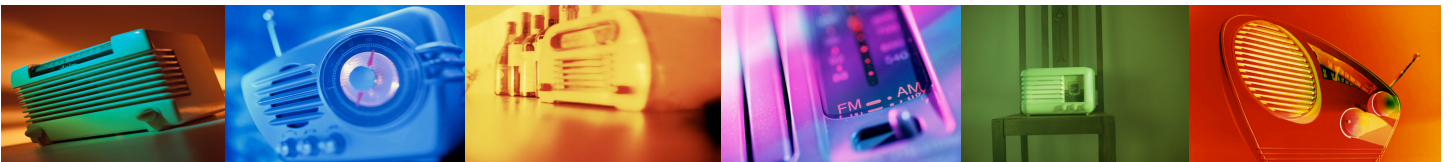


Local Focus

A Focus 360 Company

Focus360

Radio Means Results®

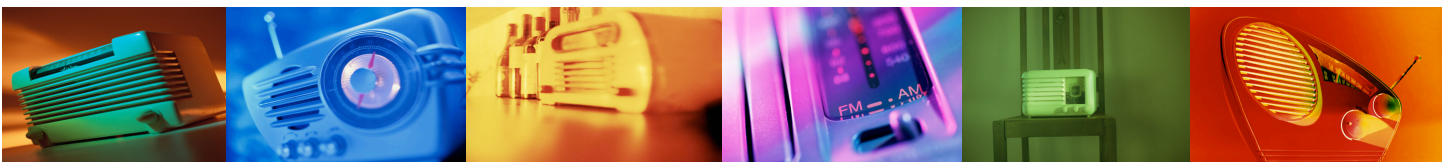


Mission Statement

Local Focus is a dedicated, highly focused team of goal oriented, proactive radio professionals who deliver enhanced and expanded revenue streams for our client stations in select markets and who provide superior service to our advertising customers.



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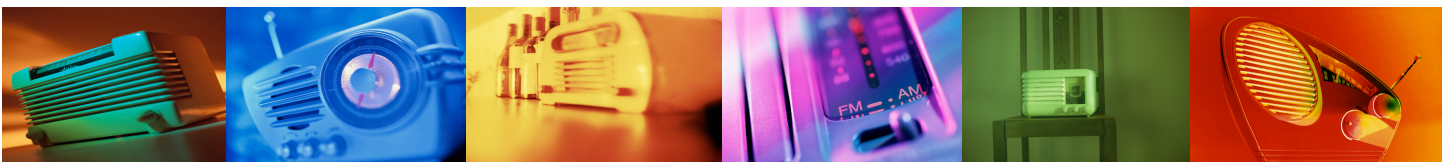


Our Promise

- We will provide quality sales and service to every Radio station that we represent. That means that we will:
 - Proactively and aggressively pursue new business; we are not just transactional sellers.
 - Provide a partnership that has daily strong station and agency coverage.
 - Give you as much lead time as possible to fulfill agency requests for station or group information.
 - Deliver personalized service, communicate effectively and respond quickly.



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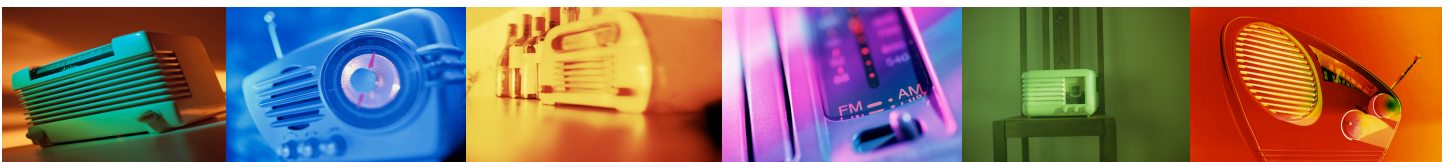


Local Focus

- The President of **Local Focus** has a tremendous track record of success in Radio which includes Radio Station General Management and close to thirty years operating in the National Sales Arena.
- The **Local Focus** sales team has an average of 10 years each of rep experience and 40% of the team has actually worked at a small or mid-market radio station at least once during their career. They've chosen to work in Radio because they are passionate about the medium and about selling solutions and creative ideas... beyond the numbers.
- The **Local Focus** team is experienced in representing your unique station, cluster and market attributes and benefits to key agency personnel.



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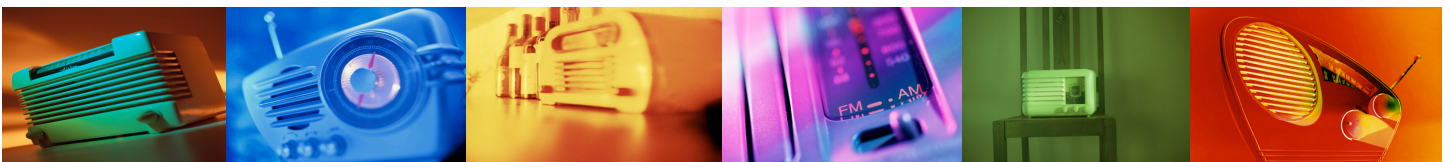


Local Focus

- The **Local Focus** team provides the advertising community with complete services that include:
 - Unwired or electronic billing with reconciliation
 - Full promotional support
 - Streamlined planning and placement
 - Customer centric attention to details and follow-up service



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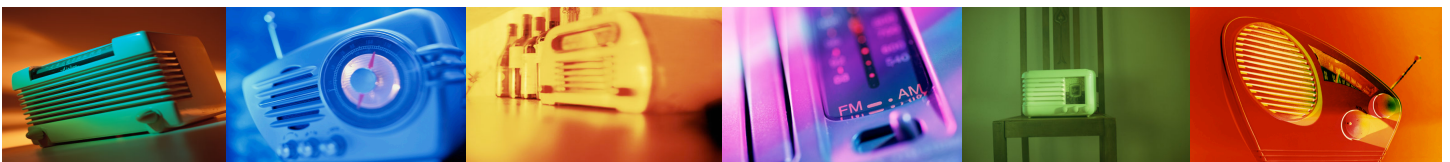


Objectives

- Differentiate our client stations from other stations in their markets.
- Focus on cities, agencies, and advertisers that offer optimal revenue for our client stations.
- Build and manage specific action plans against key target accounts and categories.
- Deploy resources against plans.
- Service both the accounts and our client stations to the best of our abilities.



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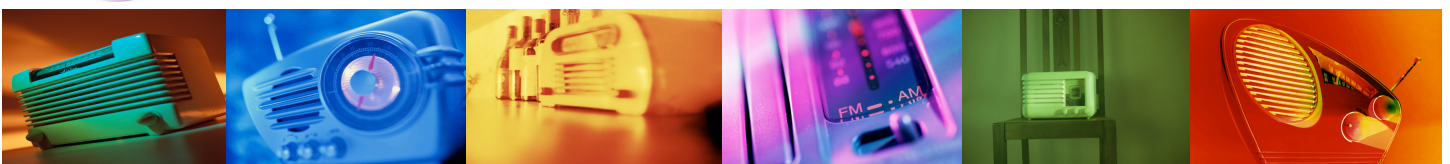


Canadian Broadcast Sales

- Local Focus also exclusively represents over 325 stations in 138 markets in Canada.
- From Toronto to Vancouver to Montreal to Winnipeg, we represent 59% of the radio stations in Canada-- large, medium and small markets and these represent 60% of *all* Canadian radio revenue.
- Easy access to Canadian avails.
- Seamlessly integrate your Canadian planning process as a line item by including it with your U.S.A. advertising plans.



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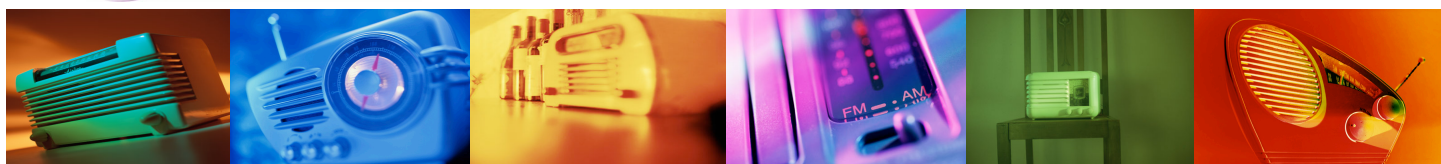


Summary

- The radio industry has changed leaving many independent broadcaster and individual stations with little choice for quality, personalized national and regional representation.
- Stand-alones or smaller clusters are not getting the attention they require. **Local Focus** fills the gap in a consolidated industry.
- **Local Focus** does not measure its success by the length of its client list, but by the results we deliver.
- We don't just take avails and provide rates. We take the time to pre-sell and position every radio station that we represent.



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Local Focus Team

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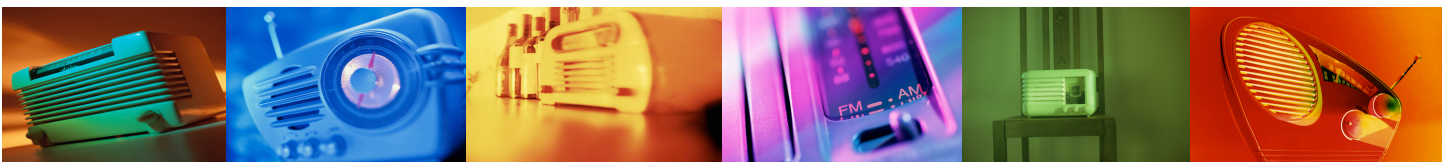
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