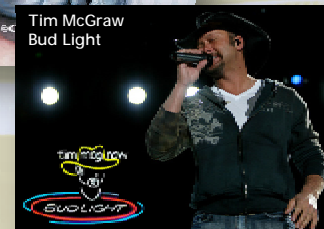
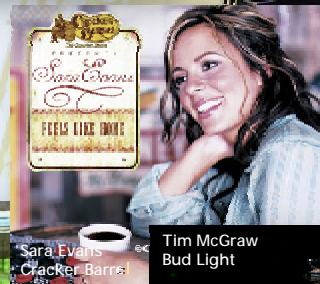
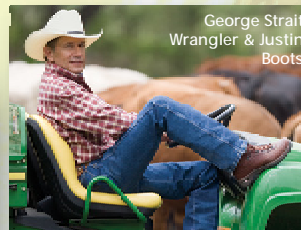
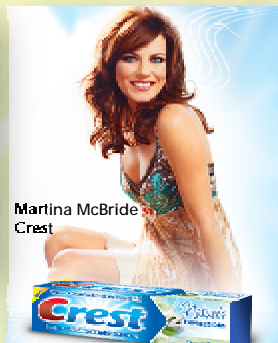


# COUNTRY MUSIC IS HOT!

Country Radio remains the dominant format in the Nation with more than 2,000 Radio stations across the U.S. Each week 49.9 million listeners are tuning to Country Radio, making it the highest cumulative audience of all formats. And the popularity of Country Music continues to soar!

Aware of it's widespread appeal, a diverse range of advertisers are using Country artists or music in their ads, providing the perfect opportunity to brand marketers to this very loyal Country fan base.

## Country Music Artist Endorsements:



## Country Music delivers "pop" appeal.

- Country artists have been featured on the covers of mainstream magazines including Cosmopolitan, Entertainment Weekly, Good Housekeeping, Ladies' Home Journal, Redbook, Self, Seventeen and Shape.
- Country Music artists have appeared on widely popular television shows including Dancing with the Stars, Oprah, American Idol, Extreme Makeover: Home Edition, 60 Minutes, Saturday Night Live, Wheel of Fortune, Sesame Street and Brothers & Sisters.
- Sugarland reworked their hit "Everyday America" for the theme song for Good Morning America. And Faith Hill became the new voice of the NFL, contributing her own gridiron theme for Sunday Night Football.
- Country Music placed four artists in the top ten selling artists of the year for 2007, regardless of genre: The Eagles (No. 3); Carrie Underwood (No. 4), Rascal Flatts (No. 5) and Tim McGraw (No. 10).
- Five of 2008's mid-year tours for all genres, based on gross ticket sales, were Country Music artists including Kenny Chesney (#4), Rascal Flatts (#8), Keith Urban and Carrie Underwood (#11), George Strait (#13) and the Eagles (#19). Kenny Chesney was the only act besides Bon Jovi to sell more than a half a million tickets!

