



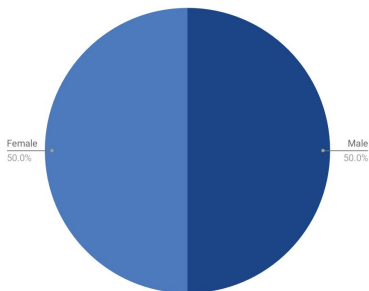
KOOL 98 LISTENERS

We're the home of Saint John's greatest hits from the 60's, 70's and 80's. We play the superstars: Rod Stewart, Fleetwood Mac, The Rolling Stones, The Beatles, Michael Jackson, John Cougar Mellencamp, Def Leppard and more. Good times and great music!



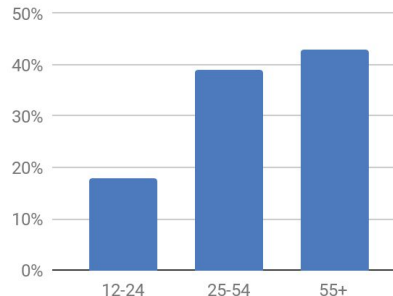
GENDER

Kool 98 has an evenly distributed listenership.



AGE

Just over 80% of Kool listeners are 25 years old or older.



HOUSEHOLD INCOME

32% of listeners have annual household income over \$100,000.

EDUCATION

56% of listeners have post secondary education.