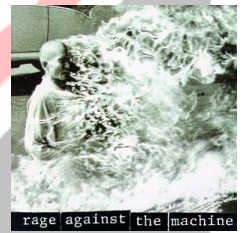
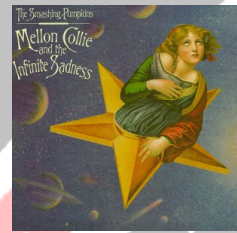
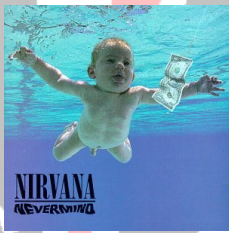
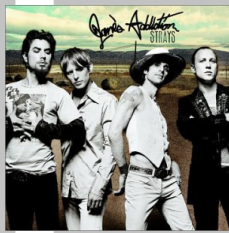




## Station Profile



San Diego is one of the few markets that has a 20-year history of Alternative music on the radio and San Diegans are thrilled that they now have FM94/9...a real alternative to the other radio stations.

FM94/9 is a radio station that prides itself on playing a diverse library of music, both old and new, that many would consider to be rooted in Alternative. FM94/9 plays harder-rocking artists like Rage Against The Machine, Velvet Revolver, A Perfect Circle, Soundgarden and Nine Inch nails, but will also play more acoustic based artists like Dave Matthews Band, Coldplay and Ben Harper. Important ground breaking artists like R.E.M., U2, The Clash, The Cure, Smashing Pumpkins, Jane's Addiction, Nirvana, Pearl Jam and Bob Marley are also core artists featured on FM94/9. It is best described as "Alternative for Adults" targeting San Diegans over the age of 18 who love music of the alternative type.

FM94/9's on-air delivery and imaging is very different than that of other rock stations in that it is underproduced with no lasers, zaps and static that dilutes the message..."It's About the Music." It is clutter free with low commercial loads, no on-air promotions, and very little talk. The limited talk focuses on music and is delivered by local jocks with extensive knowledge in Alternative music. No "blue" humor or advertisements will be heard on FM94/9. The clean, clutter free environment is ideal for your advertising message.

