

TRAVEL WORLD RADIO SHOW

AIR TIME

SATURDAYS 1000 to 1100(ET) Live One-Hour Magazine Show
WEEKDAYS AM & PM Drive Travel World Reports (5-minute shows with 2 reports)

Across America via Satellite:

StarGuide III satellite feed, Provider: ABC NY
AMC-8, Transponder 23, SAT SRVS 19 L/R (L)
Coverage: North America, Hawaii

Cumulative Quarter-hour average total listeners (Fall, 2004):

Weekly Reach (all broadcasts and markets) per Arbitron Research methodology, Fall 2004

Broadcast Outlets --- 623 459

Weekly Internet Reach (Audio-on-Command plus archives usage)

46% of said retrievals originated from a Canadian-based server --- 67 826

Total: --- 691 285

Live to Primary Affiliates, Saturdays 1000-1100(ET)

Distribution and rebroadcast by secondary affiliates is continuous.

Demographics:

62% women, 38% men

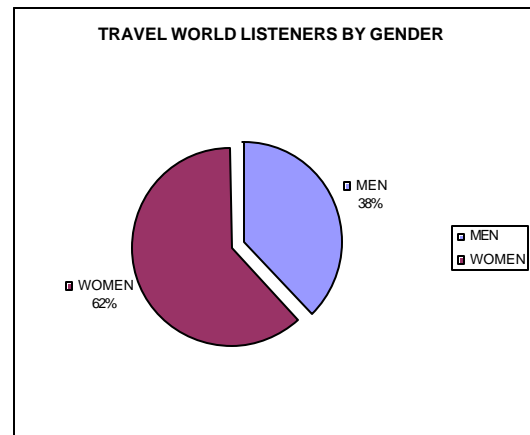
Primary demographic: 30-54 (54%)

Secondary demographic: 55+ (39%)

64% of listeners earn over \$60,000/year (USD)

88% of listeners have a high school, technical, or university degree

Women, as the primary listening group, also represent the decision-makers when it comes to the selection of travel destinations and of the travel suppliers to be utilized upon any given trip.



Debut Episode = April 26th/1997, on The World's First Radio Station --- CIQC AM 600 Montreal

Nationally-syndicated on the Liberty Radio Network since August 14th/1999

Liberty Works' portfolio of programming contracts assumed by CAB Radio, August/02

Added ABC StarGuide III satellite distribution in July 2004

Travel World is produced in Montreal by Travel World Radio Network

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