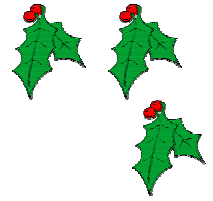




'Tis the season for the **National Christmas Music Test**
Gift-wrapped and delivered to you by Edison Media Research



Q: What is the National Christmas Music Test?

A music test comprised of nearly 600 Christmas songs tested against a national sample of 200 women between the ages of 30 and 49 who are Christmas music listeners.

Q: Why do you need the National Christmas Music Test?

Monitored airplay "safe lists" rarely reflect researched music. The National Christmas Music Test from Edison is a dedicated project with results you can trust based on actual research. Previous Edison testing has found scores of "secret weapon" holiday songs not found on the national monitors. Whether you're planning to go all-Christmas or just want to make sure your holiday season mix has the strongest possible Christmas music, the Edison National Christmas Music Test will allow you to get the most out of your holiday programming.

Q: When will fielding take place?

This project is currently fielding to ensure the freshest data as the holiday season approaches. Final data will be delivered by November 9th.

Q: How much does it cost?

\$2500 per station. Market exclusive.

Q: How is it delivered?

Secure delivery through Analyst Data Exchange - the latest release of the Edison Analyst data sorting software. Only subscribers will be allowed to install the data, with unlimited access once installed. Unique passwords will be assigned to subscribers and the sharing of data will be prohibited.

Q: How is my investment protected?

We are taking every measure to ensure that only subscribers have access to this data. Through security features put in place in Analyst Data Exchange, data is not easily transferred from one user to another, making it difficult to share the results with non - subscribers. As a subscriber, you get the full support and expertise of the Edison Media Research team to help you best manage the test results.

Q: How do I sign up?

Contact Sean Ross (sross@edisonresearch.com) or Melissa DeCesare (mdecasare@edisonresearch.com) for more details. We can be reached at 908.707.4707.

