

FROM THE CLIENTS

COX
RADIO, INC.

P.O. Box P.O. Box 105357 Atlanta, Georgia 30348

Dear Fellow Broadcaster,

This is being written on behalf of Cox Radio and radio stations WHPT in Tampa and WFYV in Jacksonville. I'm writing to share with you our recent experience with Bubba the Love Sponge® and the folks at the Bubba Radio Network (BRN).

You'll recall that Bubba had been on the air in Tampa, Florida for over a decade and had begun to build out the BRN. You'll also remember the witch-hunt that ensued after the Janet Jackson incident during the Super Bowl in 2004. The BRN was taken off terrestrial radio as a result of that turmoil.

Over the past couple of years the local Cox teams in Tampa and Jacksonville have worked to rejoin Bubba and his cast at the BRN with his local listenership in those markets. On January 8th, 2008 we turned on the Bubba Love Sponge® in those markets and we haven't looked back.

First, the ratings have been a smashing success. The Tampa ratings have been stunning and have eclipsed those recognized by his former frequency in the key 25-54 demo. The show is #1 by a substantial margin. The Jacksonville numbers continue to grow and he's barely out of the number 1 spot by just tenths of a rating point.

Secondly, you can't imagine what a joy it has been to work with Bubba and his cast. We all deal with "talent." This is different. Bubba and his crew has become a partner with us and together we've worked to solve both customer needs and programming challenges.

Finally, the BRN management team gets it. They run multiple businesses so you can be sure they understand the challenges we currently face as a business. They've been fair and honest and we've had no issues with the BRN management team.

As you search for content for a morning show, I can assure you that an investment in the BRN will be a good experience and one that will pay dividends quickly. I know you may have questions and I invite you to call me directly at 727-579-2002 if you have anything specific you'd like to ask.

Best,


Jay O'Connor

Regional Vice President, Cox Radio

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BUBBA
radio network®