



January 11, 2008

To Our Business Friends:

Innovating. Daring. Trailblazing.

These have been the hallmarks of 99X throughout its 16 year history and they are an integral part of what has made 99X the most recognizable brand in Rock radio. It is the strength of that brand and Cumulus' commitment to advancing the power of its "Gen \$pend" quality audience to the next level that is behind the initiatives we are sharing with you here today, and the basis for our excitement in being able to grow the value of our platform of assets in ways that will benefit you, our valued partner.

As these are taking place over the same timeframe as the migration of Q100 to 99.7FM and its 100,000 watt signal, we want to first provide you with a timeline of what you can expect in the days to come, and then answer some of the questions we expect you may have.

Timeline

- During the week of 1/14/08, we will announce to the market that Q100 is moving to 99.7
- Concurrently, we will announce 99X will be "returning to its roots" as a true alternative music source, and will continue to broadcast at 99X.com and on the HD-2 channel of 99.7 FM
- 99X.com will offer new experiences for the listener and new marketing opportunities for you as it explores the exciting possibilities of "Visual Radio"
- The benchmark events associated with 99X will carry on, including but not limited to Big Day Out, Mistletoe Jam, the Unplugged in the Park concert series, Live X, and they will continue to be marketed in such a way as to ensure the success for which they have become famous
- The constellation of internet assets associated with the 99X brand (website, AV Room, Freeloader, vast listener database) will not only continue but be enhanced
- For the week of 1/21, The Bert Show will simulcast on both 100.5 and 99.7
- For the week of 1/21, 99X will continue to broadcast on 99.7, following The Bert Show
- Following the Friday 1/25 simulcast of The Bert Show, 99X will be heard exclusively at 99X.com, and on 99.7 HD-2
- As I'm sure you can appreciate, competitive considerations prevent us from sharing with you at this time the details of the new 100.5 station, but we will do so before the end of the month. However, we can assure you without reservation that it will be an extremely exciting announcement, something that will generate an extraordinary amount of listener attention, and we will guarantee it will deliver an audience from the outset at least equal in size to that which you been getting from 99X.



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Here are answers to some of what we anticipate will be FAQ's:

What will happen to our 99X commercial schedules?

If you are already scheduled to run the week of 1/21, we will work with you to reallocate your schedules to account for the movement out of the M-F 5:30-10am daypart (remember, The Bert Show will be simulcasting on both 100.5 and 99.7 1/21-1/25), as well as any Friday-Sunday spots you may have for that week. Any schedules thereafter which you have already placed will be run on 100.5 once it debuts (again, we will guarantee your audience delivery, and we can assure you the market attention which will be associated with its launch will be intense). These commercials will also run on the 99.7 HD broadcast of 99X in an equivalent schedule. Should you also desire this same schedule to run on the 99X.com stream, we will both assist in the production of stream audio (should your regular spot creative have licensing considerations preventing it from being suitable for streaming) and the airing of like schedules, all at no additional charge. Again, these are for any schedule commitments you have made with 99X through today's announcement, and we will honor this offer through the term of those commitments. Any new schedules for either 100.5 or 99X.com/HD will be based on separate negotiations.

What about any schedules I may have on Q100?

Your schedules will air on Q100 exactly as ordered. During the week of 1/21, any M-F 5:30-10am (Bert Show) commercials will run on both 100.5 and 99.7 (and we won't charge you anything more for all those extra commercials running on 99.7!), and on 100.5 for the other hours of that week until the station broadcasts from its new home at 99.7 exclusively beginning at 10am on Friday 1/25.

What happens to 99X Big Day Out, Mistletoe Jam, Unplugged in the Park, etc.?

They will continue, and will be everything you have come to expect from these 99X events. In fact, 99X will continue its established position as a market leader in audience activation through an expert integration of its targeted experiential assets.

Come on. You can tell me what you're going to do on 100.5!

We can't. But we will soon, and it will be HUGE. So big in fact that we will be guaranteeing audience delivery from Day 1 at least as large as what you've been getting when you purchased 99X

What will happen to listeners looking for 99X on 99.7 FM?

They will be directed through promos on 99.7 FM and external marketing to 99X.com and the 99.7 HD channel.

Should we use the current 99X.com streaming unique listener metrics as a guide for audience size?

As beloved as the 99X brand is in Atlanta, and as uniquely compelling as the "truly alternative" 99X.com programming will be, you can anticipate substantial growth in the weekly streaming audience size once it is the exclusive access point for 99X (along with HD) beginning 1/25. One of the benefits for you, the advertiser, is that you won't have to wait long to find out, or wonder if the numbers are "real or Arbitron". The unique listener figures will be precise and indisputable.

I have an endorsement schedule with a 99X personality. What are my options?

As the answer will vary depending upon the personality, we will discuss this with you individually at your earliest convenience.



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In addition to addressing any questions to your Account Executive and their Sales Manager, you can feel free to contact me directly for any clarifications you wish.

We are excited by the prospects of how much more powerful Cumulus Atlanta will now be as a vehicle for propelling your marketing message farther and with even greater impact.

Best regards,

A handwritten signature in blue ink, appearing to read 'Gary S. Lewis'.

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