



WESTWOOD ONE

The 2008 Masters
at
Augusta National





The 2008 Masters at Augusta National

The Masters

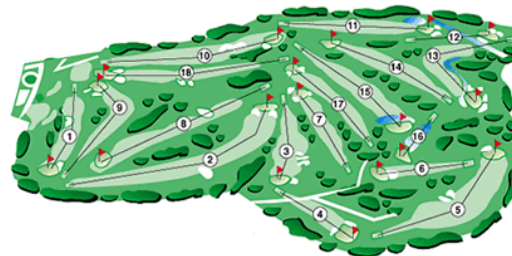
For more than thirty years, Westwood One has delivered **exclusive radio coverage** of some of the world's most prestigious golf tournaments. In 2008, Westwood One will present exclusive coverage of The Masters.

Westwood One is proud to present the 2008 Masters with tournament preview reports, "on-course" leaderboard updates and daily recaps from one of the most demanding and esteemed events in golf as the best golfers from around the globe tee up to compete for this coveted golfing championship title. 2008 will bring excitement, action and heated competition for this cherished crown jewels of golf's Grand Slam.

Only Westwood One can give advertisers radio access to golf's most prestigious event.

HOLE	1	2	3	4	5	6	7	8	9	OUT
YARDS	410	575	350	205	435	180	365	550	430	3,485
PAR	4	5	4	3	4	3	4	5	4	36

HOLE	10	11	12	13	14	15	16	17	18	IN	TOTAL
YARDS	485	455	155	485	405	500	170	425	405	3,500	6,985
PAR	4	4	3	5	4	5	3	4	4	36	72





The 2008 Masters at Augusta National

TOURNAMENT DATE AND LOCATION

MASTERS TOURNAMENT

THE 2008 MASTERS:

April 10th - April 13th, 2008

Augusta, Georgia



2007 Masters Winner Zach Johnson



The 2008 Masters at Augusta National

2008 TOURNAMENT COVERAGE The Masters

From before the first tee shot through the award ceremonies, Westwood One brings you all of the action and excitement of Grand Slam tournament golf at its highest level.

MASTERS TONIGHT



A 30 minute preview show on the Wednesday prior to the tournament



Includes highlights, history, interviews with past winners as well as previews of the competition as the world's best golfers prepare for the intense competition

UPDATE REPORTS



Air twice per hour throughout the Thursday thru Sunday tournament



Exclusive "on-course" leaderboard updates, recaps and commentary as the drama unfolds



Commentary includes interviews with the contenders as they finish their daily rounds



The 2008 Masters at Augusta National

The Masters



Own the events



Break through the clutter



Access to a more affluent audience



People who play golf, and attend golf tournaments are more likely to hold high-level jobs, earn a higher income and own more expensive homes



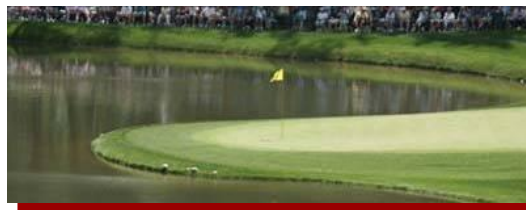
Access to a more educated audience



People who listen to The Masters, The US Open, The PGA Championship and The Ryder Cup on Westwood One are more educated than those who read sports magazines



Take advantage of travel and entertainment opportunities





The 2008 Masters at Augusta National

WESTWOOD ONE 2008 GOLF SPONSORSHIP The Masters "Own the Event"



Opportunity to associate with *The Masters* through Westwood One's exclusive radio coverage of the events.



Emphasize your association with these prestigious events through:



Four (4) days of coverage, consisting of:



30 minute preview show called "Masters Tonight" on the Wednesday prior to the tournament



Updates twice an hour throughout the four (4) days of the tournament



Sponsorships can include:



Thirty second (:30) announcements, billboards and aired features:



During preview week



During the tournament



Travel and Entertainment opportunities to most events





The 2008 Masters at Augusta National

WESTWOOD ONE 2008 GOLF SPONSORSHIP The Masters "Break Through the Clutter"

Break through the advertising clutter and associate your brand with the most prestigious championship event in golf.

Create a strategic alliance to target your message to a desirable affluent and educated audience.



"We are all so inundated by advertising these days that it is easier than ever to tune it all out, which is fine if you are a consumer but bad if you are an entrepreneur." -- USAtoday.com



Less clutter results in a greater impact for advertisers. - MediaDaily News



Sponsorship creates awareness, and helps shape consumers' image of a brand.



"Sponsorship improves the perception of a brand by ... linking the brand to an event or organization that the target audience already values highly." -

- Crimmins & Horn





The 2008 Masters at Augusta National

ATTRACT A MORE AFFLUENT AUDIENCE

People who play golf and attend golf tournaments are more likely to hold high-level jobs, earn more income and own more expensive homes. Moreover, some of the relationships are proportional. As the income levels and home values rise, so does the likelihood that the individual plays golf.

<u>Index to Adult 18+ Population</u>	<u>Played golf during the past year</u>	<u>Play golf during trips/vacations</u>	<u>Attend golf tournaments</u>
Top Management	201	217	129
Household Income:			
\$100,000 +	182	219	144
\$150,000 +	188	248	129
\$200,000 +	209	304	117
Individual Employment Income:			
\$100,000 +	260	266	150
\$150,000 +	255	300	128*
\$200,000 +	271	337*	123*
Value of Owned Home:			
\$200,000 +	143	170	110
\$500,000 +	150	210	110

SOURCE: MRI, Spring 2007 Study, Adults 18+.

* Projection relatively unstable.



The 2008 Masters at Augusta National

ATTRACT A MORE AFFLUENT AUDIENCE

People who listen to golf on the radio are more likely to earn more income and purchase high end electronics than people who watch golf on TV.



<u>Index to Adult 18+ Population</u>	<u>Listen to Golf on the Radio</u>	<u>Watch Golf on TV</u>
Household Income:		
\$150,000 +	144	135
\$200,000 +	159*	142
Electronics:		
Spent \$300+ on Mp3 Players in the last 12 months	134*	129
Spent \$400+ on DVD Players in the last 12 months	224*	146
Most recent TV purchase \$1000+	127	126
Most recent TV purchase: Big Screen TV	151	121
Real Estate:		
Own a Vacation/Weekend Home	183	144



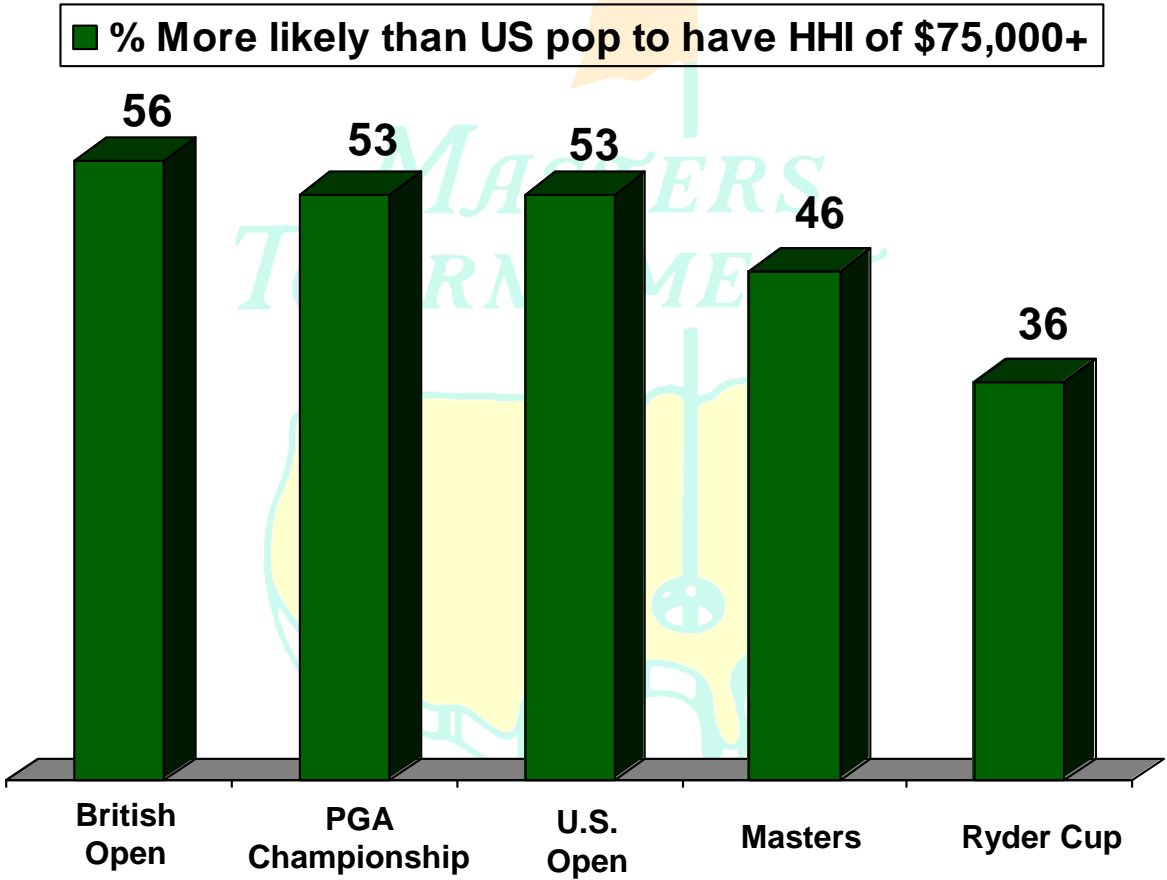
SOURCE: MRI, Spring 2007 Study, Adults 18+.
* Projection relatively unstable.



The 2008 Masters at Augusta National

ATTRACT A MORE AFFLUENT AUDIENCE

Golf Fans who listen to the tournaments below in 2007 are:



SOURCE: Arbitron Spring 2007 Nationwide through Act 1, Adults 18+.



The 2008 Masters at Augusta National

ATTRACT AN AUDIENCE THAT'S READY TO SPEND!

People who listen to golf on the radio are more likely to be in the market for a new car, computer, home theatre system than people who watch golf on TV and who read golf related magazines. They are also more likely to go on a vacation abroad or sign up for a cruise.

<u>Index to Adult 18+ Population</u>	<u>Listen to Golf on the Radio</u>	<u>Watch Golf on TV</u>	<u>Read Golf Digest</u>	<u>Read Golf Magazine</u>
Very likely to purchase in the next 12 months:				
Cruise	145	118	96	91
Vacation Abroad	134 *	100	122*	87*
New Vehicle	134	107	120	113
Home Theatre System	214*	89	79*	128*
Desktop Computer	147	103	81*	81*
Laptop Computer	151	108	73*	92

SOURCE: MRI, Spring 2007 Study, Adults 18+.

* Projection relatively unstable.



The 2008 Masters at Augusta National

ATTRACT A MORE EDUCATED AUDIENCE

Coverage of The Masters, The US Open Championship, The PGA Championship and The British Open on Westwood One attracts more educated listeners than readers of *Sports Illustrated*, *ESPN The Magazine* or *The Sporting News*.



Golf fans who listened to The 2007 Masters, The 2007 US Open Championship, The 2007 PGA Championship and the 2007 British Open on Westwood One were, respectively, 53%, 57%, 56% and 60% more likely than the US population to be college graduates, versus



- the readers of *ESPN The Magazine* are not as likely to be college graduates than the general population
- the readers of *Sports Illustrated* are 8% more likely to be college graduates than the general population
- the readers of *The Sporting News* are not as likely to be college graduates than the general population



SOURCES: Print: MRI, Spring 2007 Study, Adults 18+.
Radio: Arbitron Spring 2007 Nationwide through Act 1, Adults 18+.



The 2008 Masters at Augusta National

WESTWOOD ONE 2007 GOLF SPONSORSHIP

The Masters, The US Open Championship,
The PGA Championship, The Ryder Cup




"Take Advantage of Travel and Entertainment Opportunities"

Take advantage of hospitality opportunities, and entertain your clients at these prestigious events

The Masters



Trip for two (2) to The Masters on April 10th – 13th, 2007 in Augusta, Georgia, including:

-  Two (2) tournament passes
-  Air transportation
-  A four-day/three-night luxurious stay with meals and drinks provided










The 2008 Masters at Augusta National


WESTWOOD ONE 2007 GOLF SPONSORSHIP



Media can include:

-  Thirty second (:30) announcements in the preview reports
-  Thirty second (:30) announcements in the update reports
-  Live in-tournament features
-  Opening and closing billboards
-  On-air promotional mentions

Travel and Entertainment:

-  Trip for two (2) to the tournament including; air transportation and hotel accommodations

