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For Immediate Release

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EASTLAN GROWS FOOTPRINT AT AGE 25.

3 more new markets.

Eastlan Ratings is celebrating its 25th year of service to radio and is expanding its reach.

Continuous ratings service began in Q1 in Raleigh/Durham NC making it the largest market Eastlan currently measures.

In April, Eastlan service will commence in Albany GA and Greenville/New Bern/Jacksonville, NC. Eastlan's expansion into Greenville/New Bern/Jacksonville preceded Nielsen announcement to exit the market.

Increased service is on the menu, too. Waco, TX has been upgraded to continuous Eastlan measurement with March being the first monthly data release there.

"Time moves so quickly, we are grateful to have been entrusted for a quarter century to provide a complete and unbiased look at how radio is used in markets across North America", remarked Eastlan President Mike Gould. "When we founded Eastlan in 1999, I don't think any of us expected to still be growing 25 years later. We owe our success to our fantastically loyal staff and media buyers across the country demanding a comprehensive view of the radio landscape before they invest. Most of all, to local broadcasters insistent upon credible research at an equitable price."

Eastlan Ratings is a privately held media-research firm headquartered in Bellevue, Washington. Eastlan Ratings was formed in 1999 and provides radio audience measurement data to markets across the United States. For more background see www.eastlanratings.com.