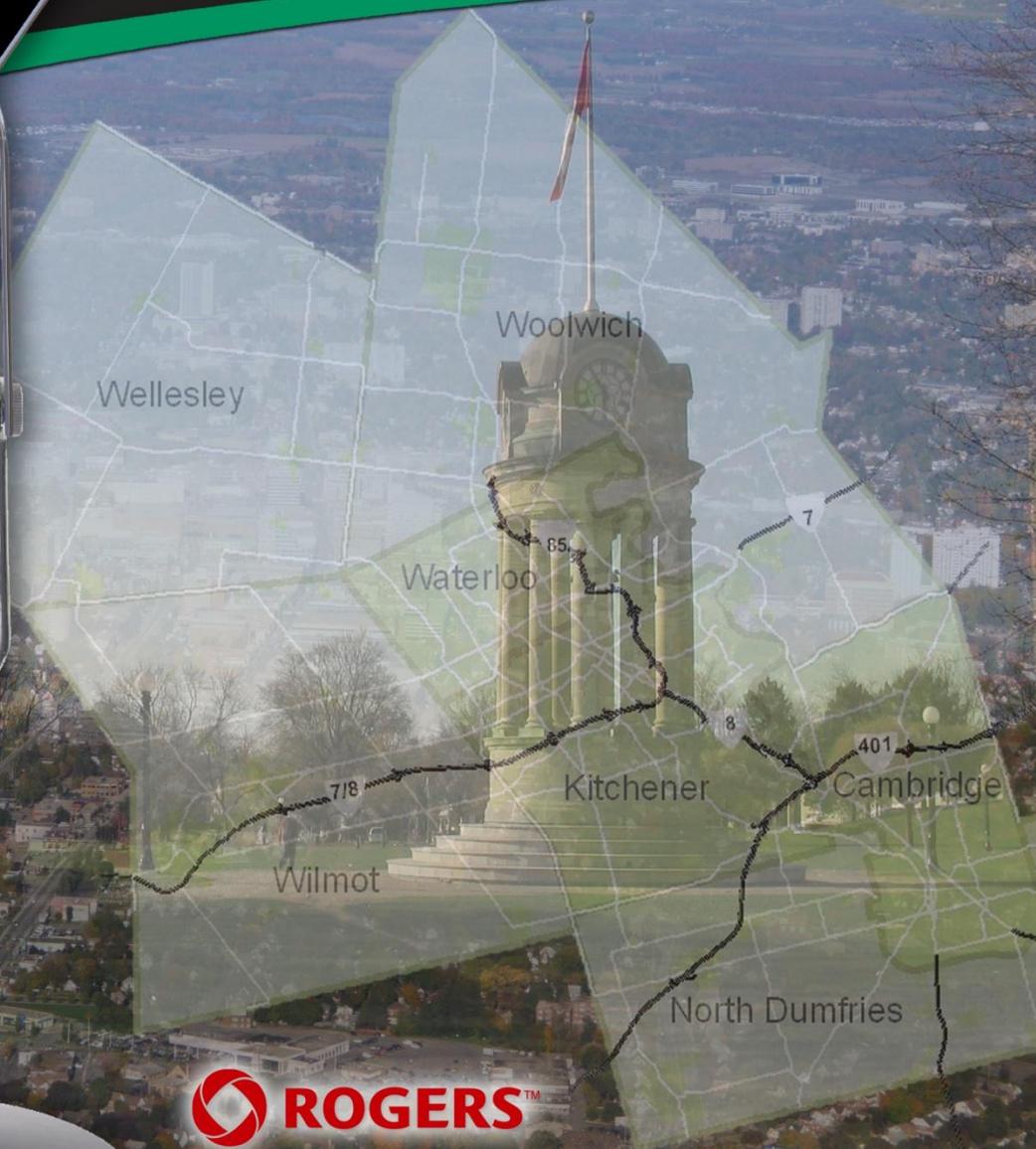


570 News's

News. Talk. Sports.

ON AIR



OUR LISTENERS...

570 News
News. Talk. Sports.

This week 63,406 listeners in the Kitchener Central Market will tune in to our News/Talk/Sports Programming on 570 News!*

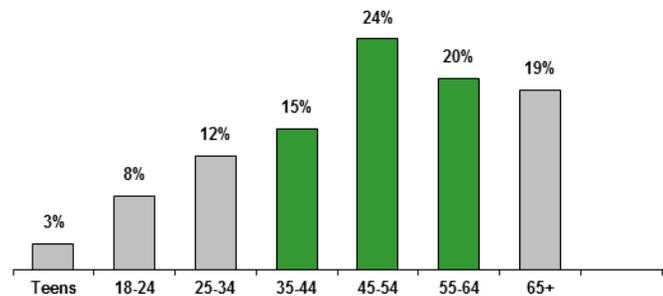


Age and Gender Profile*

62.2% of our listeners are males

37.8% of our listeners are females

59% of our listeners are between the ages of 35-64 years old.



*Source: BBM Fall 2013, Central Cume, 12+, Mon-Sun, 5a-1a



570 News listeners are also well educated with good wages who...

- Are mainly Owners, Managers and Professionals
- Are mainly Business to Business
- Are "Baby Boomers" who want to be informed
- Participate in sports including gardening, fitness walking and swimming
- Enjoy dining out in family and upscale restaurants
- Attend movies, go to bars/restaurant bars and national/provincial parks
- Consider family life and having children as most important in their life

BBM RTS Kitchener-Waterloo Fall '09

On www.570news.com:

- 8,369 Loyalty Members***
- 600,028 Page views*
- 113,939 Unique Visits*

Source: *Omniure Analytics December 2013
***M2o Media December 2013



STATION INFO...

570 News

News. Talk. Sports.



570 News is Waterloo region's only local news and information radio station!

570 News features Lisa Drew and Glenn Pelletier in the morning from 5am-10am, Monday to Friday. Then it's Gary Doyle from 10am-2pm, the afternoon news with Joe Pavia and Laura Carney from 2pm-7pm followed by Prime Time Sports, Baseball/Hockey Central, The Jim Rome Show or Live Play-by-Play action.

(can include Toronto Blue Jays, Toronto Maple Leafs, Kitchener Rangers, Monday Night Football or Sunday Night Football.)



570News has won 3 RTDNA (Radio-Television Digital News Association) Edward R. Murrow Regional Award for outstanding achievements in electronic Journalism. These are for markets with a population of one million or less and for 2011.

The awards we won are: **Overall Excellence**, **Best Newscast** and **Best Website**.

The **Overall Excellence Award** includes our coverage of the Goderich tornado, Listowel Firefighters, RIM series, Suicide series and two helicopter crashes. The **Best Newscast** was for the Goderich tornado coverage.

The **Best Website** was for our coverage of the Goderich tornado, a fatal helicopter crash, the Provincial election 2011 and the Elmira Maple Syrup Festival.

IF YOU MISSED A MINUTE OF 570 NEWS THIS WEEK... YOU MISSED A LOT!

- ✓ 400+ Live Traffic and Weather Reports all week long!
- ✓ 48 hours of ALL NEWS Programming every week (192 hours/month)!
- ✓ Waterloo Region's most frequent Business Reports all week long!
- ✓ 150 Live Interviews
- ✓ Hundreds of calls from listeners on Talk Show segments
- ✓ *PLUS* check out our web site:

www.570news.com gets you access to local, national and international news, business and sports news, upcoming events in the community, a bit about our on-air personalities, contests and much more!



PERSONALITIES

570 News
News. Talk. Sports.

Glenn Pelletier & Lisa Drew 5am-10am weekdays



Listeners have come to rely on 570News for the most accurate up to date information to start their day. From the big news stories and what they mean to you and your family to sports, traffic, weather, business, entertainment and more. Delivered by two of the region's most recognizable News Anchors, listeners have come to know and trust Glenn and Lisa.



Gary Doyle 10am-2pm* weekdays



570 News listeners have come to know the "*Gary Doyle Show*" as a voice for better living in the community. Each day from 10am to 2pm*, Gary brings a non-controversial and confrontational approach to topics of lifestyle, money, health, finances and more.

*except on Wednesdays show is 10am-1pm

Joe Pavia & Laura Carney 2pm-7pm weekdays

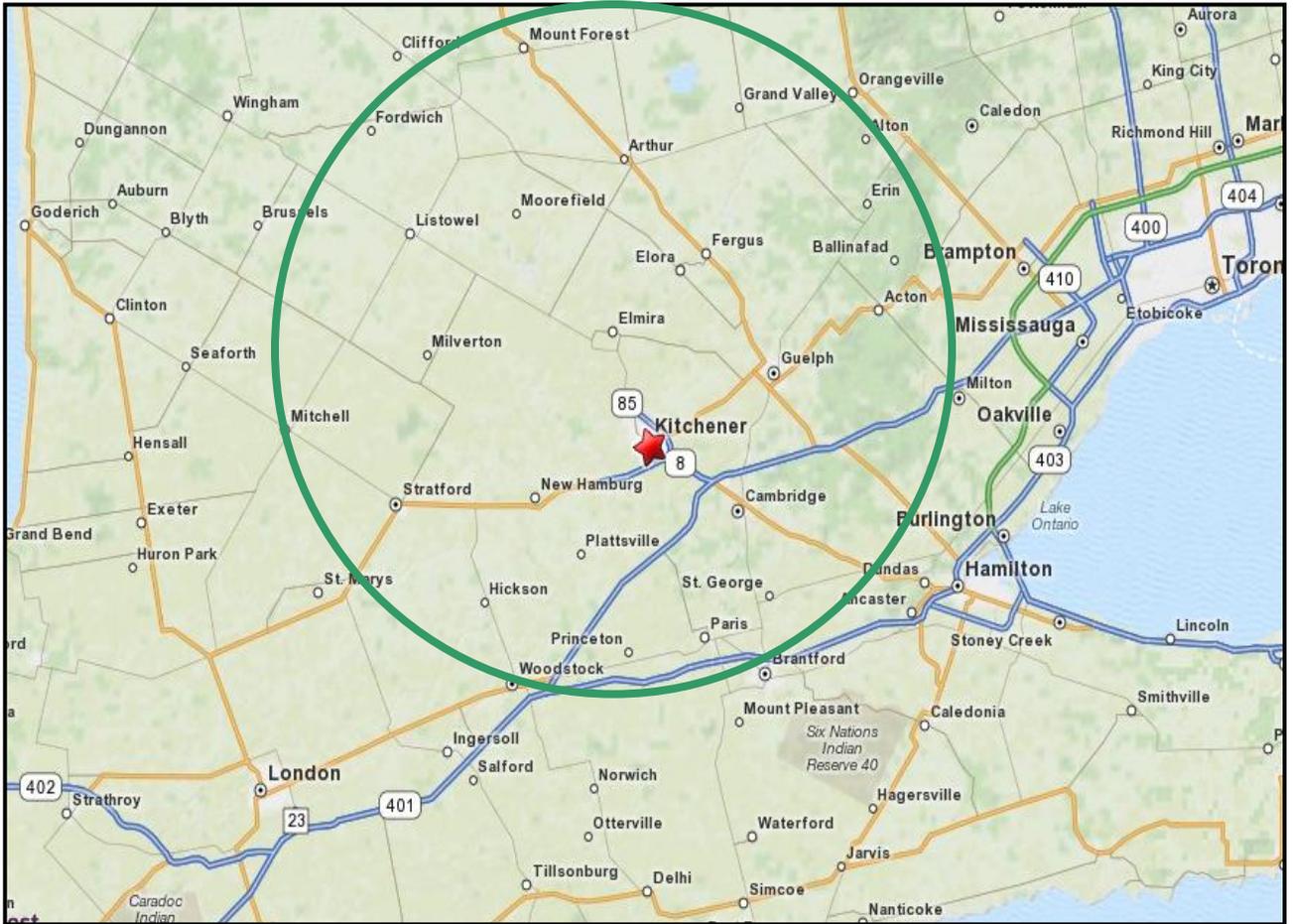


Catch up on the days happenings later in the day with hosts Joe Pavia and Laura Carney. Joe and Laura bring the listener up to date in the afternoon. What have you missed while elsewhere? They will tell you! Not only the biggest news stories of the day, but what they mean to you.



COVERAGE MAP

570 News
News. Talk. Sports.



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