

928 N.NE. Loop 323
 Tyler, TX 75708
 Office: (903) 593-2519
 Fax: (903) 597-4141
 www.ktbb.com

Combined Metro Population
 272,500

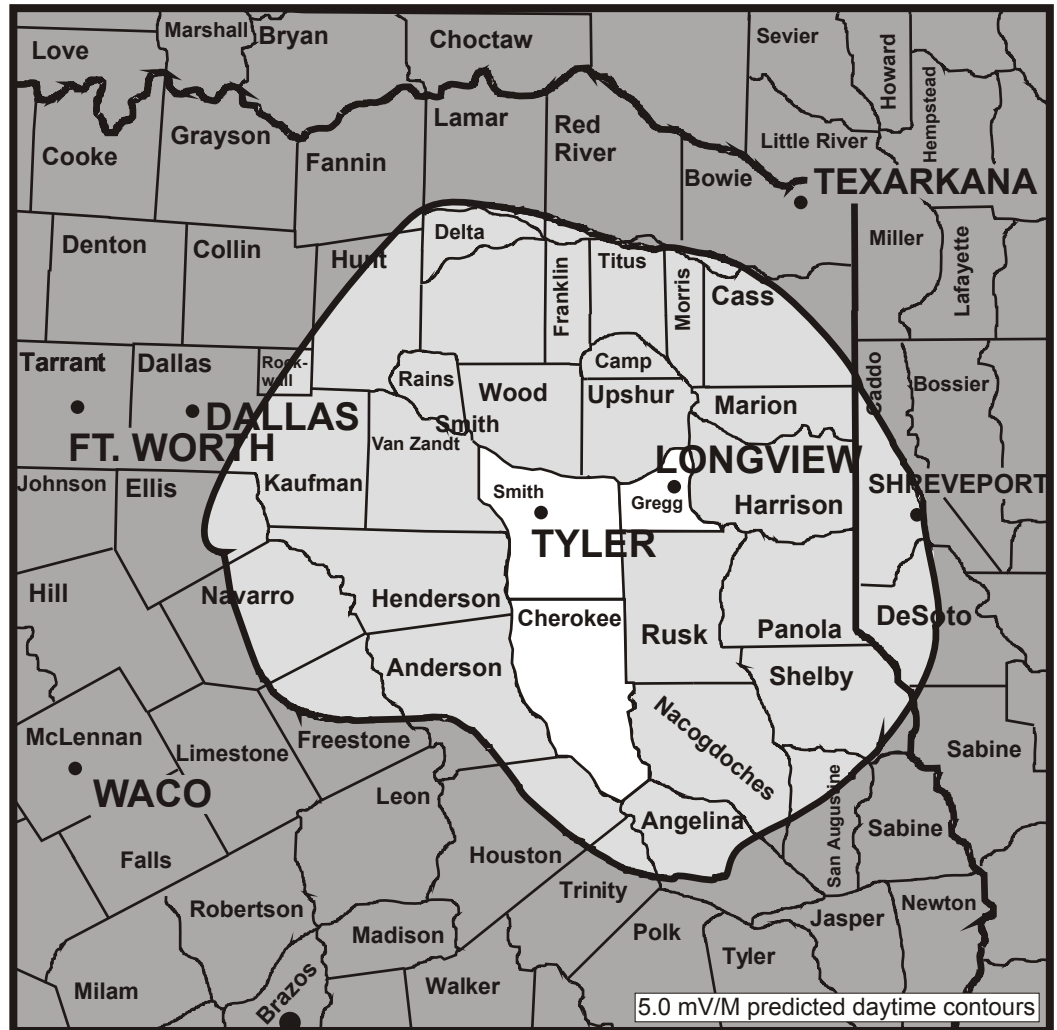
City Populations
 Tyler: 89,576
 Longview: 77,636

Total Retail Sales
 \$3,728,862

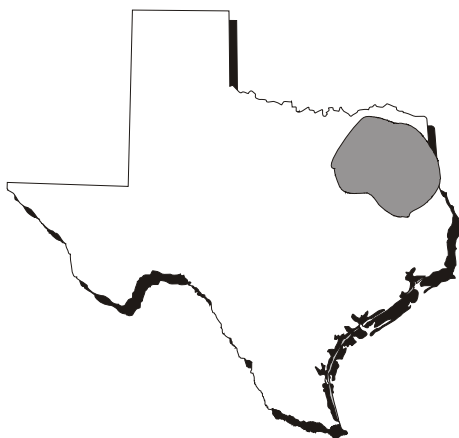
Average Income Per Household
 \$53,625

Market Size
 144th ranking in United States

The Station
 600 kHz...5,000 watts
 News, Talk, Sports
 24 Hours



Tyler-Longview Combined Metropolitan Statistical Areas Adult Demographic Distribution



Age	Population	% of Adult Population
18 - 24	25,700	12.5%
25 - 34	34,300	16.7%
35 - 44	38,000	18.4%
45 - 54	32,100	15.6%
55 - 64	26,800	13.0%
65+	38,400	18.6%

SOURCE: Market Statistics, Inc. 1998
 Projected to Jan. 1, 2000