



TINDLE RADIO LTD

RAJAR QUARTER Q4 2010 PRESS RELEASE

Record audience figures for Tindle Radio, reporting 338,000 weekly reach and 3,409,000 total hours per week – a 15% year on year increase in audience and 17% increase in hours. Market share holds at 11.5%

Seven of the nine Tindle Radio stations are number one commercial or number one overall in their market place.

Tindle Anglia reports best audience to date with 214,000 weekly reach (21%).

Dream 100 (North Essex) makes a further strong gain in hours, reporting 728,700 (up from 687,400 previous quarter). Year on year Dream 100 has grown hours by 96%. Market share is further increased to 20%.

Nations and Regions winner The Beach (Great Yarmouth and Lowestoft) reports 55,200 listeners (up from 51,500 previous quarter), 20% more audience than its nearest commercial rival.

Town 102 (Ipswich) sees a station best in reach, hours and share whilst Norwich 99.9 and North Norfolk Radio grow audience year on year.

Kestrel FM Basingstoke is now the area's number one commercial station with 10.7 market share. Reach and hours up quarter on quarter.

In the Channel Islands, Channel 103 (Jersey) jumps up to a 57% weekly reach (42,900), the highest audience in 23 surveys. Island FM (Guernsey) reports best reach in eight years of 52% (27,100).

Group Programme Director Tom Kay is delighted:

“We’re really chuffed with this further RAJAR gain. In a changing radio market we’ve stayed true to what we’re good at – locally focused radio driven by personality presenters who really know their patch”.

---ENDS For release 00:01 3/2/11---

---Source: RAJAR/IPSOS-MORI Q4 2010---