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850 The Buzz Remains The Number One Sports Station According To Just Released Arbitron Ratings In Raleigh-Durham.

The Winter Arbitron Radio Ratings determine WRBZ – 850 The Buzz to have the largest audience share among sports talk radio stations in Raleigh-Durham.

Raleigh, NC – May 19, 2008 – 850 The Buzz (WRBZ) came out on top again in the just released Winter 2008 Arbitron radio ratings for Raleigh-Durham. WRBZ has the largest share of sports talk listeners among all sports talk radio stations in Raleigh-Durham. The overall audience share for WRBZ, listeners aged 12 and above, Monday-Sunday, 6am-12mid grew ten percent from .09 share to a full 1.0 share.

More important than the 12+ audience numbers, WRBZ dominated the coveted sports talk demo of Men 25-54 in all major time periods (dayparts). WRBZ leads the Men 25- 54 demographic among other sports stations in morning drive (6am-10am – Adam Gold), mid-day (10am-3pm – Colin Cowherd/Jim Rome) and afternoon drive (3pm-7pm – David Glenn/Morgan Patrick)

Add to the success of WRBZ's recent ratings, its sister sports station, WDNC, 620 The Bull – ESPN Radio and McClatchey Broadcastings' sports combo delivers a minimum of 80 % more audience share and as high as 228% more audience share (Men 18-49/Men 25-54 6am-7pm day-parts) over the remaining sports talk station in the market.

"We are thrilled by the continued success of WRBZ maintaining its number one status" said McClatchey President, William (Billy) McClatchey. McClatchey went on to say - "We are grateful to our listeners, and are happy to provide our clients with access to the largest sports talk audience in the Triangle".

The Winter Arbitron survey period took place between January 10th – April 2nd, 2008. Complete listener estimates for the Raleigh-Durham, 12+ audience share can be found on the Arbitron website at:

www.arbitron.com/radio_stations/home.htm

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About WRBZ/WDNC:

McClatchey Broadcasting is privately owned and operates Sports Talk stations WRBZ - "850 The Buzz", and WDNC "620 The Bull". The McClatchey stations offer the latest sports information, breaking news, local coverage, and nationally syndicated sports talk programming. Some of the local shows McClatchey Broadcasting produces include: "The Adam Gold Show", "The Sports Pig" – with Morgan Patrick, "The Dave Glenn Show" and "The Show" with Chris Clark. The McClatchey stations are also home to some of the nation's top syndicated shows such as Jim Rome, Mike & Mike, Colin Cowherd and others. WRBZ and WDNC are ESPN and Fox Sports Radio affiliates. The company maintains sports affiliations and relationships with Duke, UNC, NCSU, ECU, ASU, the Carolina Panthers, the Carolina Hurricanes and the Charlotte Bobcats.