

50,000 watts



PRIMARY & SECONDARY COVERAGE

Portuguese, Brazilian & Cape Verdean First Ancestry Reporting

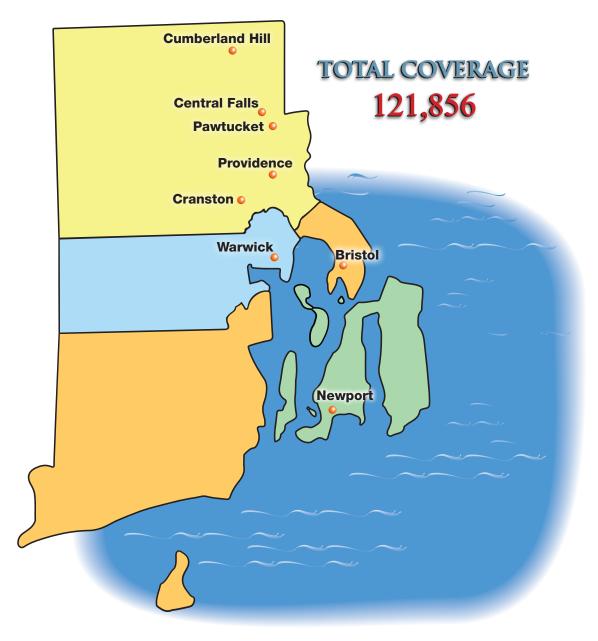


Source: U.S. Census, 2006-2010 American Community Survey 5-Year Estimates



RHODE ISLAND COVERAGE

Portuguese, Brazilian & Cape Verdean First Ancestry Reporting



Source: U.S. Census, 2006-2010 American Community Survey 5-Year Estimates



NEW BEDFORD / FALL RIVER MARKET

Portuguese, Brazilian & Cape Verdean First Ancestry Reporting



Source: U.S. Census, 2006-2010 American Community Survey 5-Year Estimates

THE **BIGGEST** PORTUGUESE RADIO STATION IN NORTH AMERICA



50,000

SOCCER
OVER 100 GAMES
LIVE!!!!



SDO CERTIFIED PORTUGUESE-OWNED BUSINESS

PORTUGUESE
BRAZILIÁN
& WORLD MUSIC

20,000 Watks

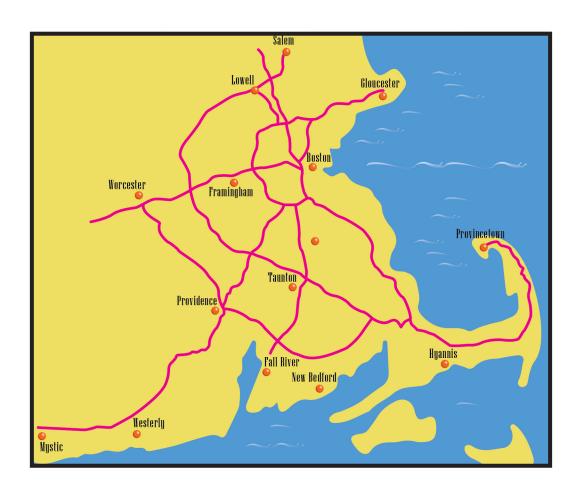
NEWS
From Portugal
& New England

COMMUTERS
New Bedford • Fall River

Providence • Boston • Worcester

MORE REACH PRIZES SPORTS MUSIC NEWS





DRIVE-TIME

Our 50,000 watts of caffeine "Morning Coffee 6-10am Show" energizes our driving listeners with up-beat music, lively announcements as well as weather & traffic reports.

Our "Drive-Time 2-6pm Show" re-energizes commuters with new and up-beat songs with timely weather & traffic reports to ease the commute home.