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Dear Prospective Advertiser,

'Social Networking with C. Henry Adams & the Krewe' Talk Radio Show was copyright, produced and distributed by Broadcasting Interest Enterprise, Inc. in association with KFNX 'NEWS-TALK RADIO' 1100 AM of Phoenix, Arizona. This Talk Radio Show is an emerging syndicated broadcast of Broadcasting Interest Enterprise, Inc. featuring its President & CEO – C. Henry Adams. The Show will discuss business development, advancements in Information Technology and Telecommunications as they relate to Social Media.

In 1998, C. Henry Adams founded Broadcasting Interest Enterprise, Inc. ("BIE") - a business development and telecommunications consulting firm. C. Henry Adams is a professional whose vernacular is not short of Southern American Dialect, but his unique often amusing approach to providing an explanation regarding the workings of various technologies is very educational. He is a brilliant rarity to say the least.

Radio advertising on KFNX 'NEWS-TALK RADIO' 1100, is one of the most **affordable** and **cost effective** ways (3 times more cost effective than music stations) to do so. Radio reaches 93% of all adults each week – or - 260 million people listen to the radio each week. The average person spends 1,000 hours per year listening to the radio, second only to television at 1,500 hours. KFNX reaches your potential customers; upscale listeners who are older, more educated and more affluent. KFNX listeners hear more ads because of their loyalty to our talk hosts, greater time spent listening, and ads being less of an interruption. KFNX works with you personally and monitors your response and will adjust the schedule accordingly to maximize your return on investment.

KFNX was voted one of the Top Ten Radio Stations in Arizona by Ranking Arizona and has over 89,000 weekly listeners. KFNX has one of the largest signals of any Phoenix Radio Station with 50,000 watts reaching almost 5 million people throughout Arizona from Sedona to Tucson and Yuma to Globe. KFNX has the best dial position at 1100 in the middle of the A.M. dial. KFNX's featured shows include - '**Imus In The Morning**' mornings 3–6 a.m., '**The Laura Ingraham Show**' mornings 6-9 am, '**The Neal Boortz Show**' mid-mornings 10 a.m.-12 noon, '**The Dr. Laura Program**' mid-days 1-3 p.m., '**The Lou Dobbs Show**' afternoons 5-7 p.m.. KFNX is the Phoenix radio broadcast home of the **University of Arizona Men's Football and Basketball** games. KFNX has a wide variety of informative and entertaining programming from politics to business to health. KFNX offers CNN national news as well as local news, weather and traffic around the clock. You can listen to **KFNX at 1100** on your AM dial, or go to our website { **HYPERLINK "http://www.1100kfnx.com"** } to listen worldwide and for more information on the station.

I look forward to hearing from you.

Francis Battaglia
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