



CUSTOMER DEMOGRAPHICS AND SURVEY RESULTS

August 18, 2004



DELMARVA BROADCASTING COMPANY

WICO / WXJN FM • SALISBURY – OCEAN CITY, MARYLAND

CONCEPT

A component of Pizza Hut's third quarter advertising program on Cat Country 97.5 & 105.9 included a special promotion involving the station's Rewards Program. Members of the Cat Country audience receive points for listening to the station and for visiting clients. Those points are later used in online auctions to bid on prizes including computers, trips, boats and other items.

In July, Cat Country sent a coupon good for an order of free Pizza Hut breadsticks to its Rewards Members. Listeners received points for redeeming the coupon and for completing an online survey. Response rate for the coupon was 7.3%, very high compared to traditional direct mail returns. The survey response rate was an exceptional 83.7%.


Free Breadsticks!
Plus, up to **400** Rewards Bonus Points

Redeem this coupon with your **Rewards Username** for a single order of Free Breadsticks with Marinara dipping sauce.
Valid for DINE-IN ONLY

Rewards Username:
Write clearly to receive your 200 points.

Expires August 8, 2004

Points awarded week of 8/9 - then take our online survey for 200 more!

Please mention coupon when ordering. One coupon per party per visit at participating Delmarva units owned & operated by subsidiaries of Pizza Hut, Inc. Not valid with any other offer. 1/20 ¢ redemption value.

DELMARVA BROADCASTING COMPANY / PO Box 909 / SALISBURY, MD 21803 / PH: 410-.219.3500 / Fx: 410.548-1543

WICO/WXJN FM WICO AM WXMD FM WQJZ FM WWW.RADIOCENTER.COM

CAT COUNTRY REWARDS DEMOGRAPHIC REPORT



Event: Pizza Hut Coupon
Date: July 21 – August 8, 2004
AE: Debbie Dickerson



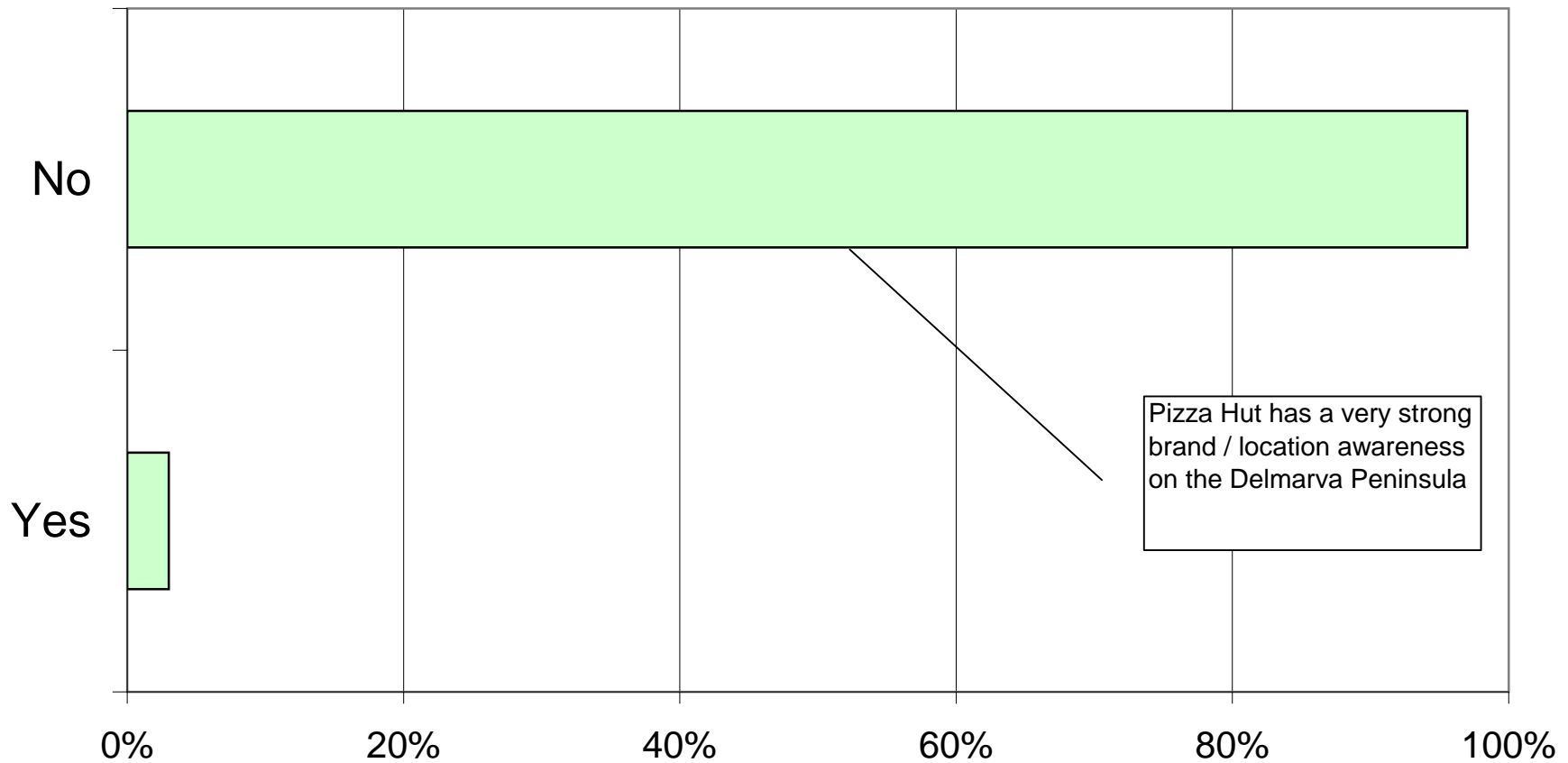
Stats For Keyword 'Pizza Hut Coupon'

Total users:	209
All Users Median Age:	38 Years Old
Male users:	77 - 37%
Male Median Age:	38 Years Old
Female users:	132 - 63%
Female Median Age:	38 Years Old
Income < 30,000:	50 - 24%
Income 30,000-50:	67 - 32%
Income 50,000-75:	62 - 30%
Income 75,000-100:	20 - 10%
Income 100,000-200:	10 - 5%
Income > 200,000:	0 - 0%

Demographic profile of Cat Country Listeners who visited Pizza Hut restaurants between July 21 and August 8, 2004

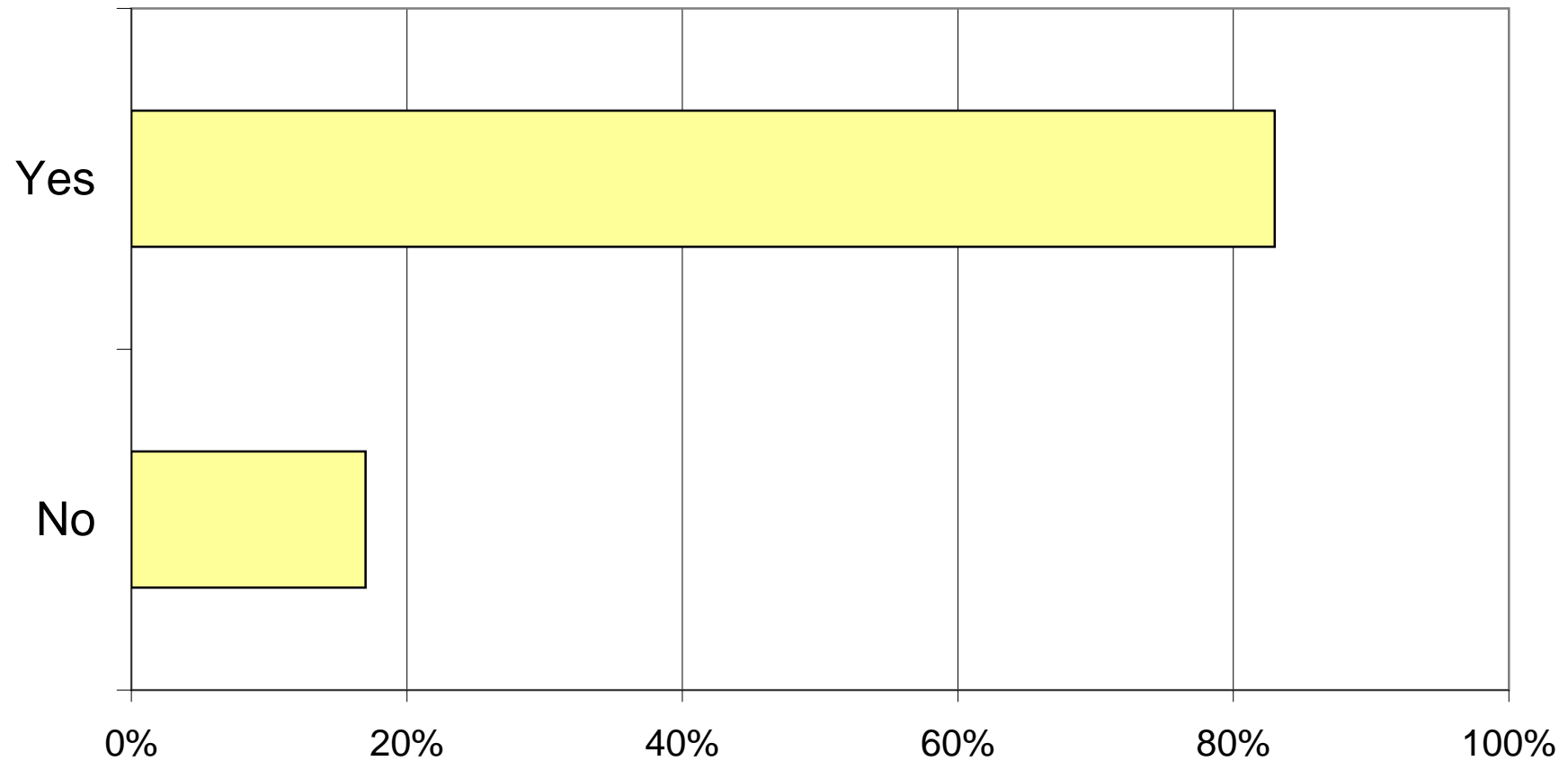
SURVEY RESULTS

Was this your first visit to Pizza Hut?



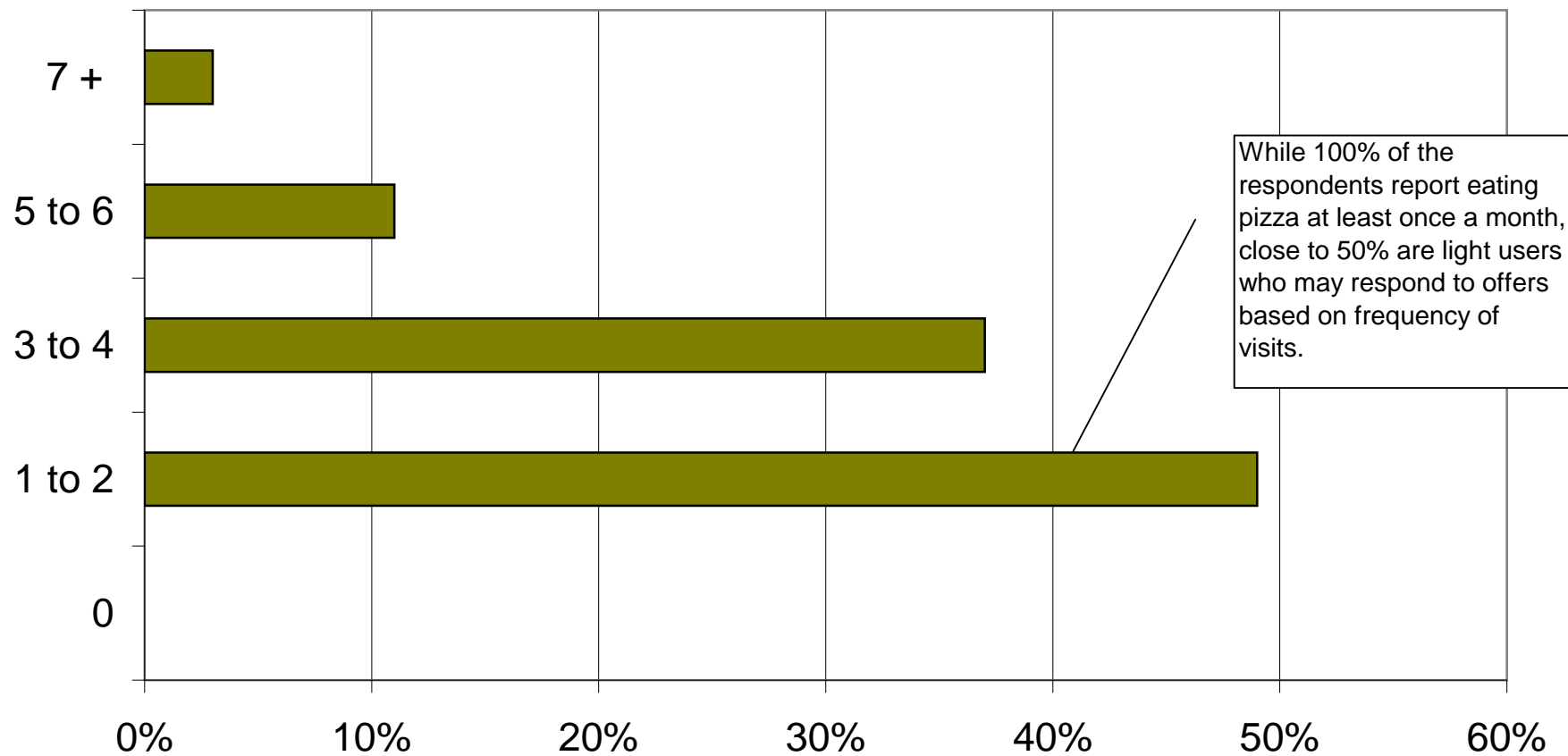
Survey of 175 Cat Country listeners who visited Pizza Hut in July - August 2004

Had you tried Pizza Hut breadsticks before?

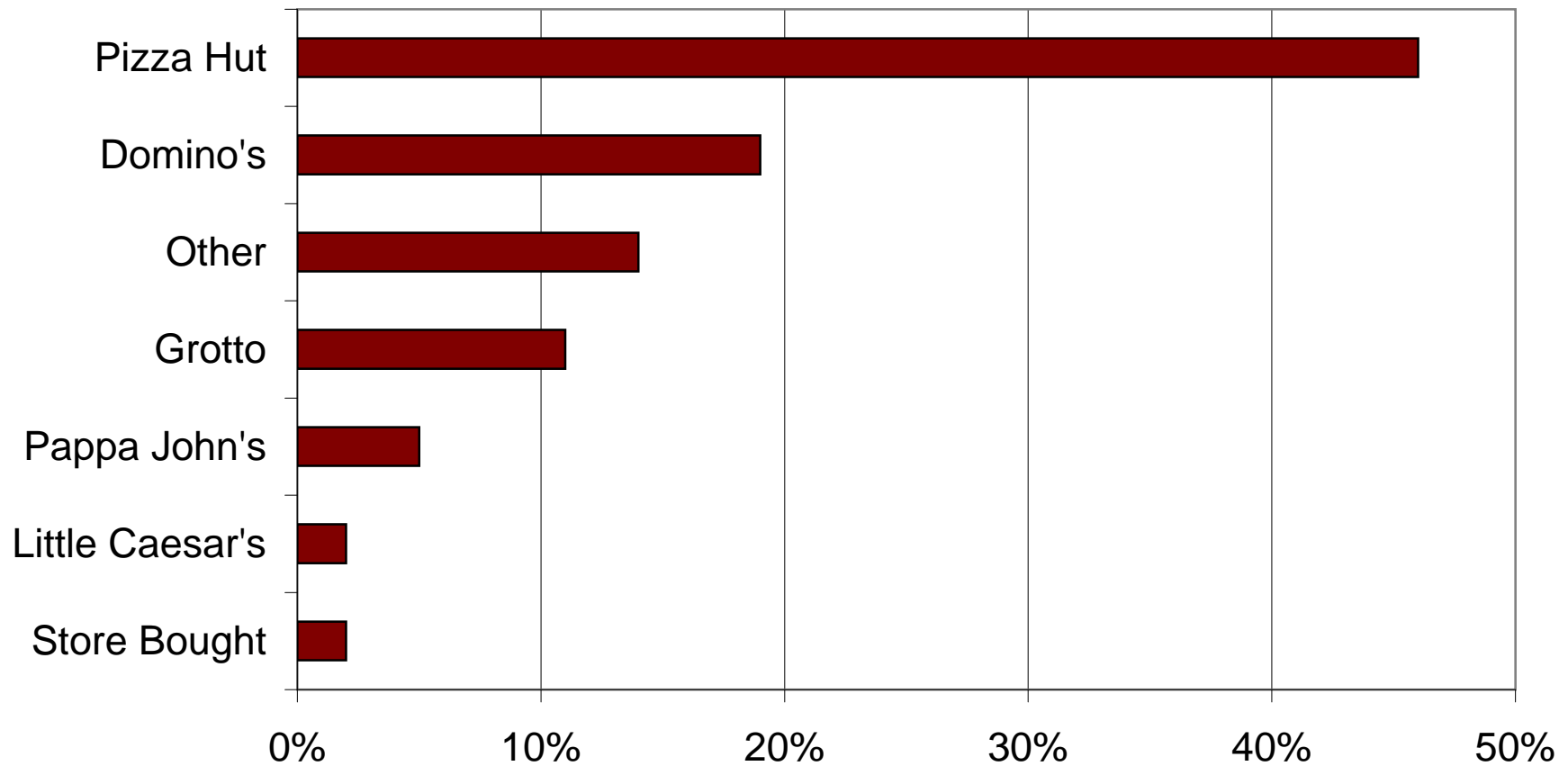


Survey of 175 Cat Country listeners who visited Pizza Hut in July - August 2004

How many times a month do you eat pizza?



What pizza do you eat the most?



Survey of 175 Cat Country listeners who visited Pizza Hut in July - August 2004

What most influences your pizza purchase?

