



Salisbury's Own
1320 AM WICO
Informative News • Entertaining Talk



DELMARVA BROADCASTING COMPANY

To: All Staff

From: Mike

Re: Fantastic Job

Date: February 20, 2004

WOW! What phenomenal start to the Rewards program. After just three weeks, you have completely changed the way listeners interact and win prizes from the station. If yesterday's auction is any indication, our audience 'gets it.' They get it loud and clear.

In one day, we had 48 winners – 48 people who won the prizes *they wanted*, the prizes *they had earned* and it was fun.

Here's what you have accomplished so far since February 1st:

- § 1,094 people registered in the Rewards program (including someone from WWFG!)
- § 10,827 visits to catcountryradio.com
- § 7,562 visits to the Rewards page
- § 131 visitors showing up in two hours for a Keyword at Royal Farms
- § 199 bids placed in our first full auction

We're also getting the attention of advertisers who are beginning to see how Rewards can help them attract more customers. We hope to make some announcements shortly of new business signed specifically for Rewards.

Everyone has helped make our launch successful. I want to especially recognize Jonathan Buddemeier who has done an outstanding job managing all the details of Cat Country's Rewards program.

Congratulations everyone.