



March 11, 2004

Mr. Robert Liodice
President & CEO
ANA
155 East 44th Street
New York, NYY 10017

Mr. Burtch Drake
President
AAAA
405 Lexington Ave.
New York, NY 10174

RE: The Ad-ID Initiative

Dear Bob and Burtch:

Please allow this letter to serve as an additional acknowledgement of the Radio Advertising Bureau's support of the Ad-ID initiative. We fully understand the need for a system that can establish and house 'universal' ID codes that are applicable across media platforms. We also agree that the Ad-ID system is integral to the XML-for-Media effort, spearheaded by AAAA, with which RAB is also involved.

Your efforts in this area are consistent with the Radio industry's efforts, via the Radio EDI Task Force, to move invoicing and other processes to an electronic platform. Bob, your presence at our Board of Director's meeting this week, and your comments to that group about the importance of this effort, will be reiterated by RAB to the top Radio group heads as well as to the vendors that provide traffic, billing and sales support systems to the Radio industry.

We strongly support the concept and goals of this initiative, and will continue to create awareness with our Radio station members, industry executives and system providers regarding the importance of adapting their technology to the new 12-digit Ad-ID system.

We will keep you updated regarding our outreach to the industry. Please don't hesitate to ask if there is anything specific we can do to be assistance on this initiative.

Best regards,

A handwritten signature in black ink that reads "Gary Fries". The signature is written in a cursive, flowing style.

Gary Fries
President and CEO