



FOR IMMEDIATE RELEASE

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HD RADIO AWARENESS ON THE RISE

New research by Mark Kassof & Co. reveals that 67% of 18-64 year olds have heard of HD Radio. This represents a dramatic increase from a similar Kassof study in 2006, when only 38% had heard of HD Radio.

Consumers' understanding of HD Radio has also grown. Now, 21% indicate HD Radio delivers higher quality sound, versus 17% in 2006. Significantly, 8% now volunteer that HD Radio delivers more stations or choices, versus only 1% two years ago.

On the downside, this year's research also finds continued misconceptions about HD Radio. Now, 7% indicate that HD radio is satellite radio, up from 3% in 2006. And 3% think they receive HD Radio even though they have not purchased an HD-capable receiver.

The research findings are based on 688 telephone interviews in the U.S., conducted from September 4-7, 2008.

Mark Kassof & Co. is a research and strategy firm specializing in radio. Mark Kassof, President, states: "The results of this survey show significant progress, with two-thirds of consumers at least aware of HD Radio. But the industry still has a lot of work to do explaining HD radio and selling its benefits to consumers."

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