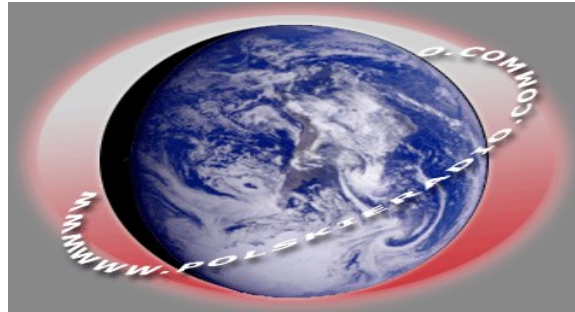




POLNET COMMUNICATIONS, LTD



Polnet Communications, Ltd. is a key player among ethnic broadcasters in the U.S. and is the number one media outlet in the Polish-American community. Polnet Communications Ltd. has two strategically complementary affiliates: Polish television – Polvision and the events production company European Cultural Foundation.

Polnet owns and manages the following radio stations:

- WNVR AM 1030 Chicago Polish Radio
- WRKL AM 910 New York Polish Radio
- WLIM AM 1580 Long Island, Southern Connecticut
Spanish Radio (Mexican Regional & South American)
- WKTA AM 1330 Chicago Ethnic Radio (Russian, Korean & German)
- WEEF AM 1430 Chicago Ethnic Radio (Italian & Greek)
- WJPX AM 1500 Chicago Spanish Radio (Regional Mexican)
- WTMY AM 1280 Sarasota Ethnic Radio
- WRXB AM 1590 Tampa Bay Ethnic Radio

Serving ethnic communities since 1985, Polnet grew to become the number one media outlet for over two million Polish-speaking listeners and viewers in Illinois, Wisconsin, Michigan, Iowa, Indiana, Connecticut, New York, and New Jersey, providing live Polish language programming 7 days a week. Polish Radio can be heard globally 24 hours a day via the internet at www.polskieradio.com.

During the 23 years of its broadcasting tradition, Polnet has become an indispensable part of life for the Polish-speaking community, providing it with the link between their European heritage and their new home, the United States.

Polnet's affiliate Polvision is the largest Polish language television in the Chicago land area, broadcasting 7 days a week at 8pm - 10pm with rebroadcasts at 12-2am and 8-10am on: public station FBT Channel 26.6; Comcast digital channel 248 in the City of Chicago and suburbs, RCN channels 35 & 175, WOW Cable channel 170, and www.polvision.com.

The other affiliate of Polnet Communications, Ltd. - European Culture Foundation – entertains Polish audiences with concerts, theatrical events, picnics and other large community events. These activities have become a supportive, effective, and efficient advertising channel, which allows the sponsoring companies to get their marketing message directly to thousands of additional potential customers.

Advertising with Polish media brings measurable profits to many Polish-Americans as well as mainstream American companies. The majority of advertisers have been with Polnet Communications, Ltd. for numerous years. The continued growth and success of Polnet has been made possible by the success and business growth of its advertisers.



POLISH ANCESTRY – FIRST 20 STATES OF AMERICA

POLISH AMERICANS	TOTAL POLISH POPULATION	% OF TOTAL US POLISH POPULATION
	9,050,122	100.0
	3.3 % OF NATIONAL POPULATION	
<u>NEW YORK</u>	<u>958,893</u>	<u>10.6</u>
<u>ILLINOIS</u>	<u>932,982</u>	<u>10.5</u>
<u>MICHIGAN</u>	<u>900,335</u>	<u>9.9</u>
<u>PENNSYLVANIA</u>	<u>855,526</u>	<u>9.5</u>
<u>NEW JERSEY</u>	<u>591,347</u>	<u>6.5</u>
<u>CALIFORNIA</u>	<u>496,588</u>	<u>5.5</u>
<u>WISCONSIN</u>	<u>481,779</u>	<u>5.3</u>
<u>FLORIDA</u>	<u>430,138</u>	<u>4.8</u>
<u>OHIO</u>	<u>404,557</u>	<u>4.5</u>
<u>MASSACHUSETTS</u>	<u>349,998</u>	<u>3.9</u>
<u>CONNECTICUT</u>	<u>278,010</u>	<u>3.1</u>
<u>TEXAS</u>	<u>234,861</u>	<u>2.6</u>
<u>MINNESOTA</u>	<u>222,997</u>	<u>2.5</u>
<u>MARYLAND</u>	<u>186,312</u>	<u>2.1</u>
<u>INDIANA</u>	<u>164,587</u>	<u>1.8</u>
<u>ARIZONA</u>	<u>140,541</u>	<u>1.6</u>
<u>VIRGINIA</u>	<u>112,658</u>	<u>1.2</u>
<u>MISSOURI</u>	<u>104,460</u>	<u>1.2</u>
<u>COLORADO</u>	<u>97,420</u>	<u>1.1</u>

CENSUS BUREAU-CENSUS 2000-ESTIMATED FIGURES RELEASED BY US CENSUS SUPPLEMENTAL SURVEY (C2SS) IN AUGUST 2001, BASED ON A SAMPLE OF 700,000 HOUSEHOLDS

WHY THE POLISH-AMERICAN MARKET ?

There are about 950,000 first and second generation Polish-Americans in the Chicagoland area. Due to its large size, the Polish speaking market in the U.S. is important to an increasing number of companies since it is continuously growing. This market presents an opportunity to considerably increase the number of customers as well as the average revenue per customer. Many companies are particularly interested in this market because the comparative cost of reaching a Polish speaking customer is relatively low due to the compact structure of this ethnic group and its well developed media. According to the U.S. Census Bureau, the Polish population in the U.S. is comprised of approximately 9 million people of Polish ancestry and 3.6 million households. Approximately 4 million use Polish as their main language. Over 50 % of that population is located in 3 metropolitan areas: Chicago, New York, and Detroit.



AUDIENCE PROFILE

Total population in Illinois: 932,982

Income

Median Household \$54,989

Median Family \$66,001

Education

HS Diploma 179,147 (28.9%)

Some College 137,443 (22.2%)

Associate Degree 40,866 (6.6%)

Bachelor's Degree 111,530 (18%)

Graduate or Professional Degree 63,048 (10%)

Class of Worker

Private & Salary Workers 408,227 (84.5%)

Government 49,464 (10.2%)

Self-employed 24,413 (5.1%)

Occupation

Professionals 170,858 (35.4%)

Service 59,891 (12.4%)

Sales & Office 140,763 (29.1%)

Production & Transport 64,484 (13.3%)

Construction 46,729 (9.7%)

Home Owners

With Mortgage 153,826 (70.8%)

Without Mortgage 63,317 (29.3%)

Source: US Census Bureau 2000

Ethnic media is not as specialized as American media, where there are many vehicles targeting specific audiences based on their demographic parameters. While WNVR 1030 AM has, over time, developed programming targeting more defined audiences (children, young adults, sports fans, professionals, etc.). Typical audience parameters, like age, economic status, values, lifestyles, or purchasing patterns mirror those of the whole ethnic group.

The strong economic status of the Polish-American population is reflected by the highest percentage of homeowners within the area. According to Professor Andrew Greely from the University of Chicago and Professor Thomas Sowell from the UCLA, the income of an average Polish family in America exceeds the U.S. average income by 15 percent. The growing needs and the high purchasing potential of the Polish- American population create a great opportunity from a marketing standpoint.

Recent immigrants are a group that tends to heavily rely on ethnic networks and ethnic media for product and shopping information. However, for many second-generation Polish-Americans, ethnic media is a way of keeping in touch with their native cultures.

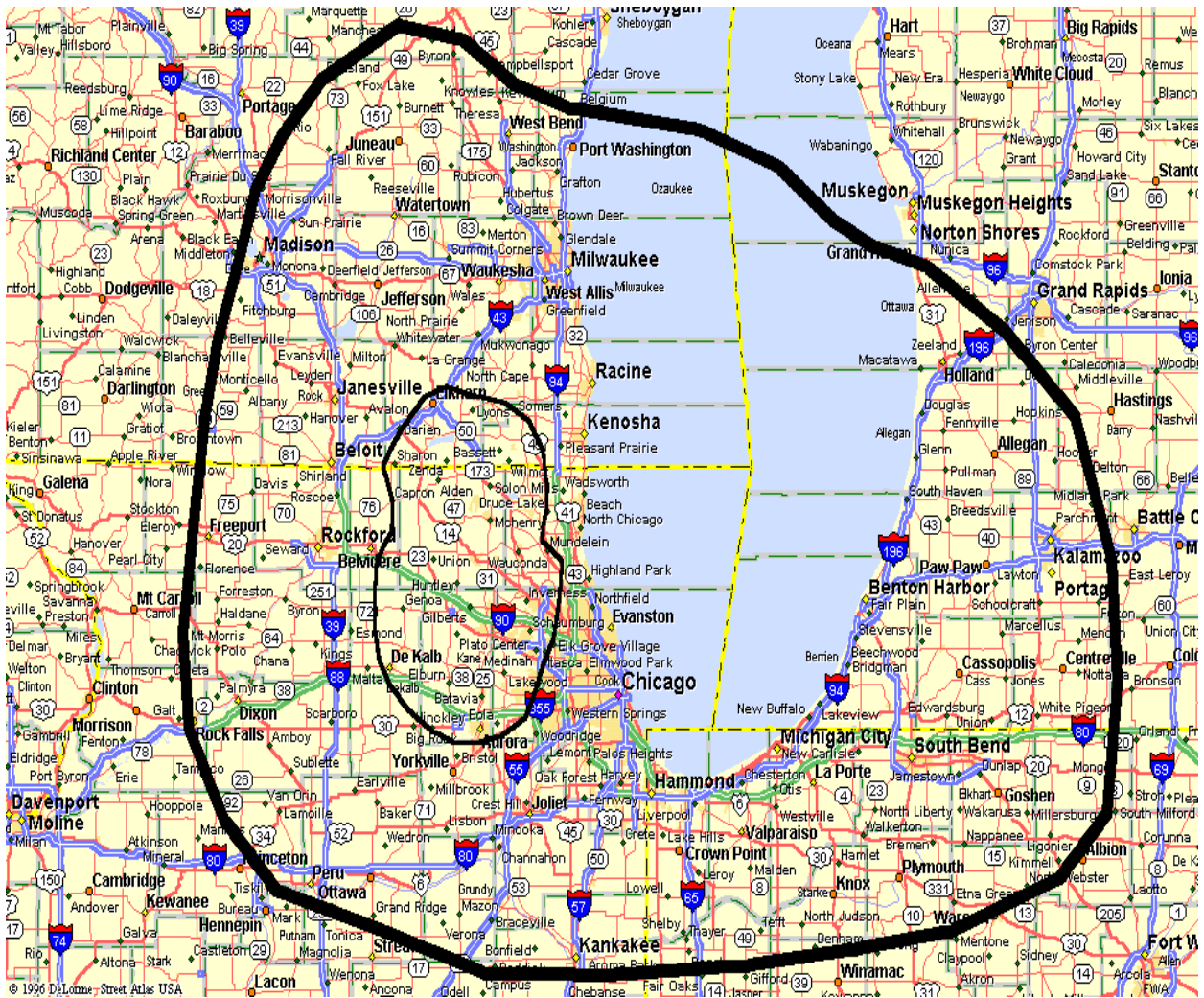
Another important factor in reaching an ethnic market is language. "We don't buy English-language print, because our clients are looking for non-English publications", says Saul Gitlin, executive vice president at Kang & Lee Advertising, the largest agency in the country targeting Asian-American audiences and Eastern European immigrants. "We know most ethnic readers prefer vehicles in their own languages." While this quote refers to print media, the same is true for radio and television.



10,000 WATTS

Large contour: DAY TIME COVERAGE

Small contour: NIGHT TIME COVERAGE





MAIN SPONSORS OF WNVR 1030 AM

**JEWEL / OSCO
CITY OF CHICAGO
ILLINOIS LOTTERY
LOT POLISH AIRLINES
LUFTHANSA**

**BANK OF AMERICA
COMMUNITY BANK
CITIZENS BANK & TRUST
NATIONAL CITY BANK
MB FINANCIAL BANK**

**LEE LUMBER
SHERWINN WILLIAMS
REMODELERS SUPPLY
ADVANCED REMODELING CENTER
ADVANCED WINDOW CORPORATION
ADVANCED CABINETS**

**CRICKET COMMUNICATIONS
WORLD DISCOUNT TELECOMMUNICATIONS
VERIZON WIRELESS DEALERS
T-MOBILE DEALERS**

**BLUE CROSS BLUE SHIELD
ADVOCATE MEDICAL GROUP
CHICAGO HAIR TRANSPLANT
KRAFF EYE INSTITUTE
RELAX THE BACK**

**HOWARD ORLOFF
GROSSINGER
CASTLE HONDA
MCGRATH CITY HONDA
AL PIEMONTE NISSAN
MID CITY NISSAN
BREDEMAN CHEVY & TOYOTA
CLASSIC CHEVY & TOYOTA
SUZUKI OF ELMHURST**

**ALLSTATE INSURANCE
STATE FARM INSURANCE
FARMERS INSURANCE
COUNTRY INSURANCE**

**UIC
TRITON COLLEGE
DEPAUL UNIVERSITY
EAST WEST UNIVERSITY
CITY COLLEGES OF CHICAGO**

CUSTOMIZED ADVERTISING CAMPAIGNS

:30 sec. & :60 sec. spot

FORMS OF RADIO PROMOTION

*Weekly News Sponsorship
Weekly Local News Sponsorship
Weekly Weather Report Sponsorship
Weekly Sports Report Sponsorship
Weekend News Sponsorship*

ADDITIONAL FORMS OF RADIO PROMOTION

*Funding awards to the winners of radio contests
Sponsorship of correspondences and features
Sponsorship of radio cultural events (concerts, picnics, etc)
Company logo / banner, special offers, printout coupons etc. on radio web site*