

May 28, 2013

CONTACT:
Charlie Sislen, President
Research Director, Inc.
410-956-0363
csislen@researchdirectorinc.com

For Immediate Release

Research Director, Inc. Announces Play-by-Play Sports Radio Webinar

They make more money, they're better educated, and they buy more expensive houses and cars. These are but a few of the traits of sports play-by-play listeners that make them more attractive and valuable to advertisers. Listeners' passion, combined with forefront sound, justifies a premium rate. Going beyond the conceptual, Research Director, Inc., in cooperation with GfK MRI, has just completed an extensive study on the play-by-play radio listener that quantifies the benefits of reaching these listeners.

Charlie Sislen, a partner at Research Director, Inc., said, "Play-by-play audiences deliver great bang for your buck. This study will help sellers differentiate their listeners from the average consumer."

Research Director, Inc. will be conducting a webinar presentation of the study on June 5 at 2pm (EDT). To reserve a spot, visit <https://www1.gotomeeting.com/register/598224273>.

Following the webinar, a portion of the study will be available at <http://www.researchdirectorinc.com/industry-resources/presentations>. The entire study, which includes full profiles of eight sports, can be purchased from GfK MRI by contacting Amy King at Amy.King@gfkmri.com.

About the Study

Research Director, Inc. analyzed data from GfK MRI's Doublebase 2012, compiled from a study of over 50,000 Adults 18+ nationwide. Listeners of any play-by-play sports were studied, along with listeners of eight different sports: Pro Baseball, Pro Football, Pro Basketball, Pro Hockey, College Football, College Basketball, NASCAR/Auto Racing, and High School Sports.

About Research Director, Inc.

Research Director, Inc., based in Annapolis, MD, performs ratings analysis for client stations, finding the most impactful sales stories and presenting the information graphically and persuasively. The company also provides analysis for programmers, using its proprietary Instant Answersm, Hot Zip Code Report, Ratings Booster, and Diary Review Analysis services.

About GfK MRI

GfK MRI is the leading provider of multimedia audience and consumer data in the U.S. They are the most widely used media planning database by agencies and advertisers, and the primary source of consumer targeting info for national brands.