



## ***Classical Station Celebrates Best Ratings Ever***

PORTLAND, Ore., July 9, 2010—All Classical FM, a non-profit 24-hour classical music station serving the Pacific Northwest, announced that the station has cracked the top ten list of most listened to radio stations in Portland. One other public radio station and eight commercial stations in Portland share this limelight.

While classical music format stations are disappearing nationwide, All Classical's audience has grown to a recent peak in May of 249,000 listeners and a 3.6 market share (source: Arbitron). "It is clear that this station and this service are a vital part of the communities we serve. Portland may very well be the best public radio market in the country, so kudos to the community for their steadfast support," said All Classical President and CEO, Jack Allen.

Radio ratings in most metropolitan areas in the U.S. are provided by Arbitron, a leading consumer research company in the U.S. that measures audience trends 365 days a year, sending monthly reports to stations that employ their services. All Classical reaches an additional 46,000 persons worldwide each month through online streaming.

Allen added, "It helps to have the best classical music team in radio. Our top 10 status, 3.6 share and 58% increase in audience in two years seems unprecedented, but I believe we've only just begun to reach our true potential here in Portland."

### **About All Classical FM**

All Classical FM is Portland, Oregon's 24-hour non-profit classical radio station. Established in 1983, its mission is to provide classical music and local fine and performing arts information to listeners in Oregon, Southwest Washington and the world via the Internet. For more information, visit [www.allclassical.org](http://www.allclassical.org).

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