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Lytham St Annes,
Lancashire. FY8 1HW

CUFFE AND TAYLOR

Telephone: 01253 720550

11/03/13

TO WHOM IT MAY CONCERN

Dear Sirs,

RE: Merger of Global Radio with RSL

I am the Managing Director of Cuffe & Taylor Event Management Limited, we are an live music promoter based in Lancashire.

We have a history of working with commercial radio, television, digital media and the press.

We understand that the Competition Commission is investigating Global's merger with Real and Smooth Limited.

We understand that the provisional findings concluded that there was, or was likely to be, a substantial lessening of competition in the radio market based on the loss of rivalry in the North West of England.

We believe that radio competes for advertising spend across all media channels not just radio. We also believe that Capital, Real and Smooth target very different audiences. As an advertiser, demographics and geography are very important to because we want to target different potential patients with different messages.

We believe that Global's merger will increase investment in commercial radio for listeners in the North West of England.

We fully support Global's merger with Real and Smooth Limited. We hope that you will consider that the proposed merger is a positive step for radio in North West of England.

Yours faithfully,

Peter Taylor
Managing Director.

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THE CONCERT PROMOTERS ASSOCIATION LIMITED