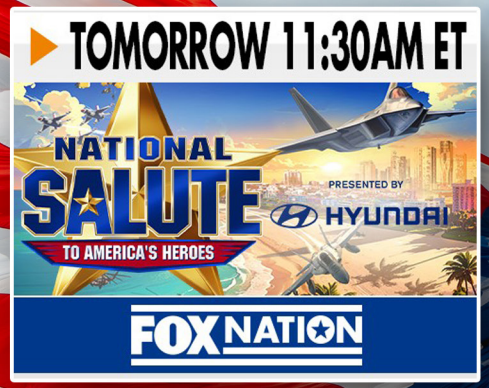

NATIONAL
SALUTE
TO AMERICA'S HEROES
PRESENTED
BY
HYUNDAI
250 YEARS OF DEFENDING FREEDOM
1776 - 2026
STREAMED LIVE ON
FOX NATION
AMERICA
250

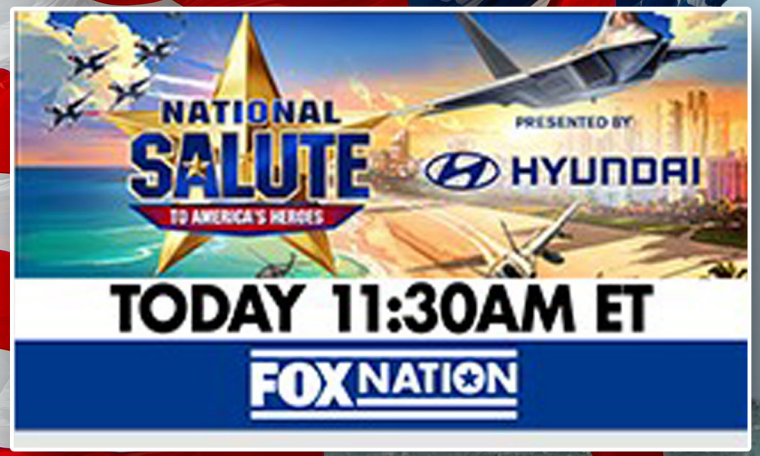

THE GREATEST SHOW ABOVE THE EARTH™
HYUNDAI
AIR & SEA SHOW
MIAMIBEACH
FOX NATION
ARMY

NATIONAL BUTTONS & REGIONAL TV COMMERCIALS

175 commercials across 7 networks

Bugs and buttons aired on Fox News and other channels







OVER 1 MILLION SPECTATORS REACHED THROUGHOUT MEMORIAL DAY WEEKEND

- Fox Nation Subscribers 2.47 Million
- Second most watched Fox Nation programming for the day
- Fox News Audience 20 Million
- Airshow TV / Fox LiveNOW / YouTube 143,000+ views

From: "King, Amanda" <amanda.king2@fox.com>
Date: July 9, 2026 at 2:56:55 PM EDT
To: Mickey Markoff <mickey@mdmgroup.com>
Cc: "Marshall, Nicole" <nicole.marshall@fox.com>
Subject: MIAMI AIR AND SEA SHOW VIEWERSHIP

Hi Mickey,

The "National Salute to America's Heroes" drove strong audience engagement, finishing as the 2nd most watched show for the day it aired on Fox Nation (5/23).



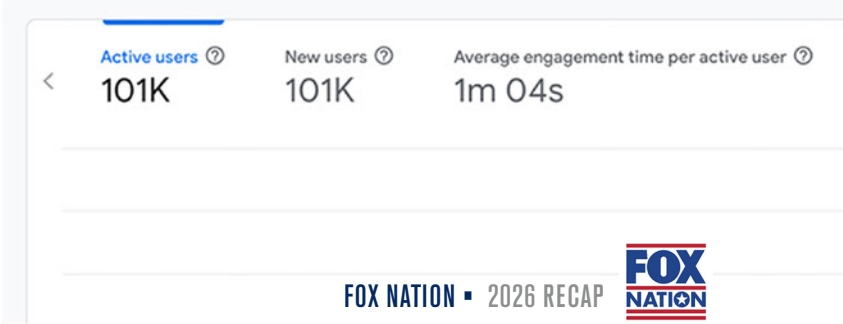




USAsalute.com

- 101,000 website visitors with over 146,689 sessions
- 376,000 page views
- 213,000 QR code scans







TOTAL IMPRESSIONS: 46,123,678

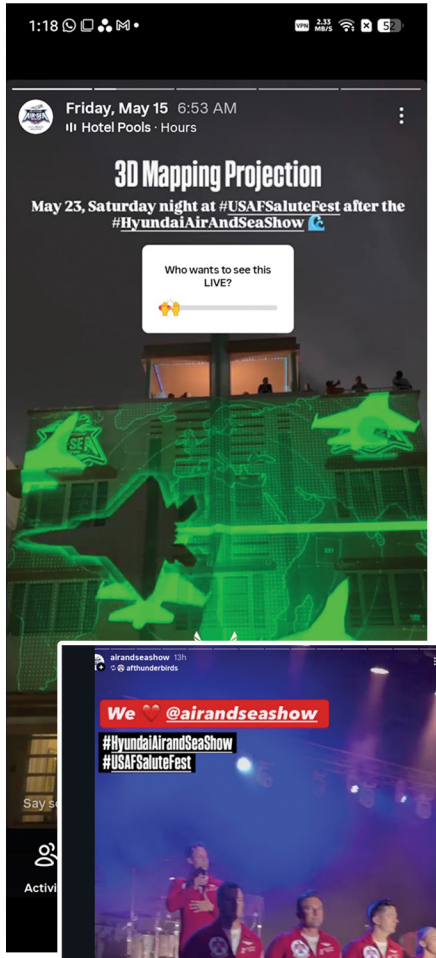
AUDACY RADIO GROUP

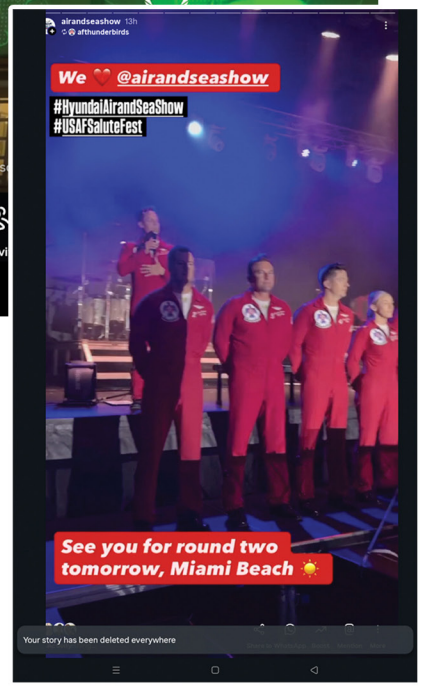
- Over 10,000 radio spots across 6 stations for 8 weeks
- Weekly Listeners: 2,301,500
- 187 social media posts with 652,098 followers
- 645,000 Emails sent and 135,450 web visitors

CITY OF MIAMI BEACH

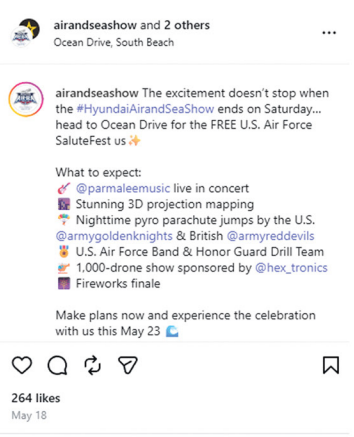
- Dedicated emails and biweekly e-newsletter sent to 392K subscribers
- 52 dedicated posts across X, Facebook, Instagram, and LinkedIn 642,460 impressions

Audacy · POWER 96 · 102.7 The Beach 80s, 90s & More! · KISS Country 99.9 · WQAM 104.3 Sports · 101.5 Lite FM relax. unwind. feel good. · Radio Libre 790













SOCIAL MEDIA & PUBLIC RELATIONS

SOCIAL MEDIA

- 1200+ public posts using
- 691 publicly tagged posts of user-generated content
- Videos watched: 5,991,150
- 90% Positive Sentiment across all platforms

CROSS NETWORK PERFORMANCE

- 10.6M impressions and 287,903 accounts engaged

▪ FACEBOOK & INSTAGRAM

- 9,614,548 million impressions , 251.7K accounts engaged
- 4.8M Videos played

TOTAL IMPRESSIONS: 21,164,007

NATIONAL MEDIA

- Coverage in news and entertainment outlets
- Fox News
- Fox Nation
- Audience 868 million
- 75 million estimated views

TOTAL AUDIENCE: 2+ BILLION



TOTAL IMPRESSIONS: 194,364,267

OUTFRONT MEDIA : 1.7 million impressions

- Billboards and Transit Shelters

2 Jumbo video display screens including USAF content for 8 hours both days



EVENT SITE SIGNAGE

- Over 50,000 square feet of event signage in Beach Club, Display Village and along Ocean Drive
- A- frame signs & feather flags



NATIONAL TV SHOW

NATIONAL SALUTE TO AMERICA'S HEROES
PRESENTED BY HYUNDAI

219,416,728
HOUSEHOLDS REACHED

National Salute to America's Heroes presented by Hyundai'

- Viewed in 108 markets on 129 stations with 87% US clearance
- 1-hour nationally syndicated TV special aired June 20 - July 19th
- Aired on the American Forces Network 400,000+ authorized Department of Defense viewers worldwide
- Fox News and Fox Nation show highlights








"There is no better time than Memorial Day weekend to pay tribute to our military and those who have paid the ultimate sacrifice on behalf of our freedom"
Mickey Markoff, Executive Producer
FOX NATION ▪ 2026 RECAP
FOX NATION