

AOA Ann Arbor - Reachemol Media Analysis - Summary Analysis

Target: All

Target Population: 3,765,985

Telmar Outdoor Planning System, Version 2.1.0.210

| Target                      | All             | A18-49    | HHI \$100,000+ | Sex: Male | Sex: Female | Hispanic | African-American |
|-----------------------------|-----------------|-----------|----------------|-----------|-------------|----------|------------------|
| Panels                      | 19              |           |                |           |             |          |                  |
| Weeks                       | 4               |           |                |           |             |          |                  |
| <b>Bulletins</b>            | <b>Weeks</b> 5  | 4         |                |           |             |          |                  |
| <b>Posters</b>              | <b>Weeks</b> 14 | 4         |                |           |             |          |                  |
| <b>All Formats</b>          | <b>Weeks</b> 19 | 4         |                |           |             |          |                  |
| - Market: Detroit, MI (DMA) |                 |           |                |           |             |          |                  |
| Target Population (000)     | 3,766           | 2,164     | 888            | 1,812     | 1,954       | 120      | 755              |
| Plan Imps (000)             | 5,063           | 3,266     | 1,655          | 2,610     | 2,454       | 196      | 467              |
| Plan Reach                  | 699,251         | 475,234   | 261,014        | 372,865   | 326,710     | 29,816   | 38,571           |
| Plan Reach (%)              | 18.6%           | 22.0%     | 29.4%          | 20.6%     | 16.7%       | 24.9%    | 5.1%             |
| Plan Avg Freq               | 7.2             | 6.9       | 6.3            | 7.0       | 7.5         | 6.6      | 12.1             |
| Target In-Market EOI        | 5,063,216       | 3,265,948 | 1,655,437      | 2,609,562 | 2,453,654   | 196,102  | 467,253          |
| Plan TRP                    | 134.4           | 150.9     | 186.5          | 144.0     | 125.6       | 163.5    | 61.9             |
| Weekly TRP                  | 33.6            | 37.7      | 46.6           | 36.0      | 31.4        | 40.9     | 15.5             |
| Target In-Market % Comp     | 100.0%          | 64.5%     | 32.7%          | 51.5%     | 48.5%       | 3.9%     | 9.2%             |
| Total Target EOI            | 5,918,995       | 3,794,924 | 1,830,921      | 3,033,599 | 2,885,396   | 233,604  | 510,156          |

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Telmar Helpline 1-212-725-3000

AOA Beaufort\_Savannah - Reachemol Media Analysis - Summary Analysis

Target: All

Target Population: 662,778

Telmar Outdoor Planning System, Version 2.1.0.210

| Target                         | All             | A18-49    | HHI \$100,000+ | Sex: Male | Sex: Female | Hispanic | African-American |
|--------------------------------|-----------------|-----------|----------------|-----------|-------------|----------|------------------|
| Panels                         | 12              |           |                |           |             |          |                  |
| Weeks                          | 4               |           |                |           |             |          |                  |
| <b>Bulletins</b>               | <b>Weeks</b> 2  | 4         |                |           |             |          |                  |
| <b>Posters</b>                 | <b>Weeks</b> 10 | 4         |                |           |             |          |                  |
| <b>All Formats</b>             | <b>Weeks</b> 12 | 4         |                |           |             |          |                  |
| - Market: Charleston, SC (DMA) |                 |           |                |           |             |          |                  |
| Target Population (000)        | 617             | 367       | 130            | 295       | 322         | 18       | 182              |
| Plan Imps (000)                | 550             | 328       | 63             | 249       | 301         | 11       | 245              |
| Plan Reach                     | 85,673          | 51,117    | 6,084          | 37,347    | 48,424      | 1,262    | 50,574           |
| Plan Reach (%)                 | 13.9%           | 13.9%     | 4.7%           | 12.6%     | 15.0%       | 6.9%     | 27.8%            |
| Plan Avg Freq                  | 6.4             | 6.4       | 10.3           | 6.7       | 6.2         | 8.8      | 4.8              |
| Target In-Market EOI           | 550,499         | 328,079   | 62,874         | 249,378   | 301,120     | 11,051   | 244,688          |
| Plan TRP                       | 89.2            | 89.4      | 48.4           | 84.4      | 93.5        | 60.6     | 134.6            |
| Weekly TRP                     | 22.3            | 22.4      | 12.1           | 21.1      | 23.4        | 15.1     | 33.6             |
| Target In-Market % Comp        | 100.0%          | 59.6%     | 11.4%          | 45.3%     | 54.7%       | 2.0%     | 44.4%            |
| Total Target EOI               | 1,871,424       | 1,154,192 | 321,641        | 903,447   | 967,977     | 149,217  | 643,148          |
| - Market: Savannah, GA (DMA)   |                 |           |                |           |             |          |                  |
| Target Population (000)        | 663             | 398       | 104            | 319       | 344         | 34       | 190              |
| Plan Imps (000)                | 1,217           | 763       | 234            | 596       | 621         | 110      | 379              |
| Plan Reach                     | 152,551         | 97,131    | 32,949         | 75,493    | 77,087      | 16,807   | 47,721           |
| Plan Reach (%)                 | 23.0%           | 24.4%     | 31.8%          | 23.7%     | 22.4%       | 49.3%    | 25.2%            |
| Plan Avg Freq                  | 8.0             | 7.9       | 7.1            | 7.9       | 8.1         | 6.6      | 7.9              |
| Target In-Market EOI           | 1,216,799       | 763,123   | 234,222        | 596,136   | 620,662     | 110,214  | 378,735          |
| Plan TRP                       | 183.6           | 191.9     | 226.3          | 186.8     | 180.6       | 323.1    | 199.8            |
| Weekly TRP                     | 45.9            | 48.0      | 56.6           | 46.7      | 45.2        | 80.8     | 49.9             |
| Target In-Market % Comp        | 100.0%          | 62.7%     | 19.2%          | 49.0%     | 51.0%       | 9.1%     | 31.1%            |
| Total Target EOI               | 1,871,424       | 1,154,192 | 321,641        | 903,447   | 967,977     | 149,217  | 643,148          |

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Telmar Helpline 1-212-725-3000

AOA Campaign - Reachemol Media Analysis - Summary Analysis

Target: All  
 Target Population: 735,622  
 Telmar Outdoor Planning System, Version 2.1.0.210

| Target                              | All          |    | A18-49    |  | HHI \$100,000+ |  | Sex: Male |  | Sex: Female |  | Hispanic |  | African-American |  |
|-------------------------------------|--------------|----|-----------|--|----------------|--|-----------|--|-------------|--|----------|--|------------------|--|
| Panels                              | 12           |    |           |  |                |  |           |  |             |  |          |  |                  |  |
| Weeks                               | 4            |    |           |  |                |  |           |  |             |  |          |  |                  |  |
| <b>Bulletins</b>                    | <b>Weeks</b> | 6  | 4         |  |                |  |           |  |             |  |          |  |                  |  |
| <b>Posters</b>                      | <b>Weeks</b> | 6  | 4         |  |                |  |           |  |             |  |          |  |                  |  |
| <b>All Formats</b>                  | <b>Weeks</b> | 12 | 4         |  |                |  |           |  |             |  |          |  |                  |  |
| - Market: Champaign et al, IL (DMA) |              |    |           |  |                |  |           |  |             |  |          |  |                  |  |
| Target Population (000)             | 736          |    | 418       |  | 127            |  | 356       |  | 379         |  | 15       |  | 51               |  |
| Plan Imps (000)                     | 2,735        |    | 1,941     |  | 365            |  | 1,294     |  | 1,442       |  | 112      |  | 339              |  |
| Plan Reach                          | 215,396      |    | 155,022   |  | 27,438         |  | 102,108   |  | 113,281     |  | 8,524    |  | 26,515           |  |
| Plan Reach (%)                      | 29.3%        |    | 37.1%     |  | 21.6%          |  | 28.6%     |  | 29.9%       |  | 57.8%    |  | 51.5%            |  |
| Plan Avg Freq                       | 12.7         |    | 12.5      |  | 13.3           |  | 12.7      |  | 12.7        |  | 13.1     |  | 12.8             |  |
| Target In-Market EOI                | 2,735,210    |    | 1,940,693 |  | 365,460        |  | 1,293,667 |  | 1,441,542   |  | 112,015  |  | 339,091          |  |
| Plan TRP                            | 371.8        |    | 464.3     |  | 287.7          |  | 362.9     |  | 380.2       |  | 760.1    |  | 659.0            |  |
| Weekly TRP                          | 93.0         |    | 116.1     |  | 71.9           |  | 90.7      |  | 95.1        |  | 190.0    |  | 164.8            |  |
| Target In-Market % Comp             | 100.0%       |    | 71.0%     |  | 13.4%          |  | 47.3%     |  | 52.7%       |  | 4.1%     |  | 12.4%            |  |
| Total Target EOI                    | 2,751,792    |    | 1,950,576 |  | 368,763        |  | 1,301,152 |  | 1,450,640   |  | 112,243  |  | 339,384          |  |

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 Telmar Helpline 1-212-725-3000

AOA Charleston - Reachemol Media Analysis - Summary Analysis

Target: All

Target Population: 617,208

Telmar Outdoor Planning System, Version 2.1.0.210

| Target                         | All             | A18-49    | HHI \$100,000+ | Sex: Male | Sex: Female | Hispanic | African-American |
|--------------------------------|-----------------|-----------|----------------|-----------|-------------|----------|------------------|
| Panels                         | 14              |           |                |           |             |          |                  |
| Weeks                          | 4               |           |                |           |             |          |                  |
| <b>Bulletins</b>               | <b>Weeks</b> 4  | 4         |                |           |             |          |                  |
| <b>Posters</b>                 | <b>Weeks</b> 10 | 4         |                |           |             |          |                  |
| <b>All Formats</b>             | <b>Weeks</b> 14 | 4         |                |           |             |          |                  |
| - Market: Charleston, SC (DMA) |                 |           |                |           |             |          |                  |
| Target Population (000)        | 617             | 367       | 130            | 295       | 322         | 18       | 182              |
| Plan Imps (000)                | 8,119           | 5,177     | 1,402          | 3,985     | 4,134       | 376      | 2,167            |
| Plan Reach                     | 479,794         | 296,842   | 87,725         | 233,015   | 246,583     | 16,857   | 131,646          |
| Plan Reach (%)                 | 77.7%           | 80.9%     | 67.5%          | 78.9%     | 76.6%       | 92.4%    | 72.4%            |
| Plan Avg Freq                  | 16.9            | 17.4      | 16.0           | 17.1      | 16.8        | 22.3     | 16.5             |
| Target In-Market EOI           | 8,119,004       | 5,177,102 | 1,402,197      | 3,985,450 | 4,133,555   | 375,505  | 2,166,700        |
| Plan TRP                       | 1,315.4         | 1,411.1   | 1,079.5        | 1,349.5   | 1,284.2     | 2,058.6  | 1,191.7          |
| Weekly TRP                     | 328.9           | 352.8     | 269.9          | 337.4     | 321.0       | 514.6    | 297.9            |
| Target In-Market % Comp        | 100.0%          | 63.8%     | 17.3%          | 49.1%     | 50.9%       | 4.6%     | 26.7%            |
| Total Target EOI               | 8,130,512       | 5,183,454 | 1,403,108      | 3,990,343 | 4,140,171   | 375,624  | 2,173,648        |

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Telmar Helpline 1-212-725-3000

AOA Charlotte - Reachemol Media Analysis - Summary Analysis

Target: All

Target Population: 2,232,538

Telmar Outdoor Planning System, Version 2.1.0.210

| Target                        | All             | A18-49     | HHI \$100,000+ | Sex: Male | Sex: Female | Hispanic  | African-American |
|-------------------------------|-----------------|------------|----------------|-----------|-------------|-----------|------------------|
| Panels                        | 40              |            |                |           |             |           |                  |
| Weeks                         | 4               |            |                |           |             |           |                  |
| <b>Bulletins</b>              | <b>Weeks</b> 20 | 4          |                |           |             |           |                  |
| <b>Posters</b>                | <b>Weeks</b> 20 | 4          |                |           |             |           |                  |
| <b>All Formats</b>            | <b>Weeks</b> 40 | 4          |                |           |             |           |                  |
| - Market: Charlotte, NC (DMA) |                 |            |                |           |             |           |                  |
| Target Population (000)       | 2,233           | 1,349      | 439            | 1,078     | 1,154       | 141       | 408              |
| Plan Imps (000)               | 16,745          | 10,972     | 3,891          | 8,394     | 8,350       | 1,889     | 3,815            |
| Plan Reach                    | 1,535,659       | 989,649    | 339,439        | 764,972   | 769,325     | 130,328   | 322,820          |
| Plan Reach (%)                | 68.8%           | 73.4%      | 77.4%          | 70.9%     | 66.6%       | 92.6%     | 79.2%            |
| Plan Avg Freq                 | 10.9            | 11.1       | 11.5           | 11.0      | 10.9        | 14.5      | 11.8             |
| Target In-Market EOI          | 16,744,522      | 10,971,629 | 3,891,417      | 8,394,027 | 8,350,496   | 1,889,078 | 3,814,520        |
| Plan TRP                      | 750.0           | 813.2      | 887.0          | 778.5     | 723.4       | 1,341.7   | 935.9            |
| Weekly TRP                    | 187.5           | 203.3      | 221.7          | 194.6     | 180.9       | 335.4     | 234.0            |
| Target In-Market % Comp       | 100.0%          | 65.5%      | 23.2%          | 50.1%     | 49.9%       | 11.3%     | 22.8%            |
| Total Target EOI              | 17,392,054      | 11,366,513 | 4,055,547      | 8,718,807 | 8,673,253   | 1,931,950 | 3,872,437        |

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Telmar Helpline 1-212-725-3000

AOA Florence - Reachemol Media Analysis - Summary Analysis

Target: All

Target Population: 551,725

Telmar Outdoor Planning System, Version 2.1.0.210

| Target                             | All             | A18-49    | HHI \$100,000+ | Sex: Male | Sex: Female | Hispanic | African-American |
|------------------------------------|-----------------|-----------|----------------|-----------|-------------|----------|------------------|
| Panels                             | 28              |           |                |           |             |          |                  |
| Weeks                              | 4               |           |                |           |             |          |                  |
| <b>Bulletins</b>                   | <b>Weeks</b> 3  | 4         |                |           |             |          |                  |
| <b>Posters</b>                     | <b>Weeks</b> 25 | 4         |                |           |             |          |                  |
| <b>All Formats</b>                 | <b>Weeks</b> 28 | 4         |                |           |             |          |                  |
| - Market: Columbia, SC (DMA)       |                 |           |                |           |             |          |                  |
| Target Population (000)            | 785             | 463       | 137            | 370       | 416         | 27       | 283              |
| Plan Imps (000)                    | 1,264           | 780       | 157            | 602       | 661         | 38       | 589              |
| Plan Reach                         | 174,325         | 109,437   | 17,290         | 83,488    | 90,830      | 4,699    | 92,832           |
| Plan Reach (%)                     | 22.2%           | 23.6%     | 12.6%          | 22.6%     | 21.9%       | 17.5%    | 32.8%            |
| Plan Avg Freq                      | 7.2             | 7.1       | 9.1            | 7.2       | 7.3         | 8.0      | 6.3              |
| Target In-Market EOI               | 1,263,614       | 780,250   | 157,105        | 602,197   | 661,417     | 37,728   | 589,209          |
| Plan TRP                           | 161.0           | 168.4     | 114.7          | 163.0     | 159.2       | 140.6    | 208.1            |
| Weekly TRP                         | 40.2            | 42.1      | 28.7           | 40.7      | 39.8        | 35.2     | 52.0             |
| Target In-Market % Comp            | 100.0%          | 61.7%     | 12.4%          | 47.7%     | 52.3%       | 3.0%     | 46.6%            |
| Total Target EOI                   | 5,313,623       | 3,261,186 | 804,447        | 2,531,790 | 2,781,833   | 128,071  | 2,080,726        |
| - Market: Florence et al, SC (DMA) |                 |           |                |           |             |          |                  |
| Target Population (000)            | 552             | 301       | 76             | 260       | 291         | 19       | 148              |
| Plan Imps (000)                    | 3,711           | 2,272     | 610            | 1,760     | 1,951       | 68       | 1,345            |
| Plan Reach                         | 352,723         | 212,471   | 55,700         | 167,364   | 185,354     | 5,427    | 118,623          |
| Plan Reach (%)                     | 63.9%           | 70.6%     | 73.6%          | 64.3%     | 63.6%       | 28.5%    | 80.1%            |
| Plan Avg Freq                      | 10.5            | 10.7      | 11.0           | 10.5      | 10.5        | 12.5     | 11.3             |
| Target In-Market EOI               | 3,711,173       | 2,271,591 | 610,360        | 1,760,070 | 1,951,102   | 67,699   | 1,345,114        |
| Plan TRP                           | 672.6           | 755.3     | 806.2          | 675.7     | 669.9       | 355.3    | 908.3            |
| Weekly TRP                         | 168.2           | 188.8     | 201.6          | 168.9     | 167.5       | 88.8     | 227.1            |
| Target In-Market % Comp            | 100.0%          | 61.2%     | 16.4%          | 47.4%     | 52.6%       | 1.8%     | 36.2%            |
| Total Target EOI                   | 5,313,623       | 3,261,186 | 804,447        | 2,531,790 | 2,781,833   | 128,071  | 2,080,726        |

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Telmar Helpline 1-212-725-3000

AOA Kalamazoo - Reachemol Media Analysis - Summary Analysis

Target: All

Target Population: 1,494,560

Telmar Outdoor Planning System, Version 2.1.0.210

| Target                                 | All             | A18-49    | HHI \$100,000+ | Sex: Male | Sex: Female | Hispanic | African-American |
|--|-----------------|-----------|----------------|-----------|-------------|----------|------------------|
| Panels                                 | 30              |           |                |           |             |          |                  |
| Weeks                                  | 4               |           |                |           |             |          |                  |
| <b>Bulletins</b>                       | <b>Weeks</b> 2  | 4         |                |           |             |          |                  |
| <b>Posters</b>                         | <b>Weeks</b> 28 | 4         |                |           |             |          |                  |
| <b>All Formats</b>                     | <b>Weeks</b> 30 | 4         |                |           |             |          |                  |
| - Market: Grand Rapids et al, MI (DMA) |                 |           |                |           |             |          |                  |
| Target Population (000)                | 1,495           | 879       | 250            | 730       | 765         | 82       | 88               |
| Plan Imps (000)                        | 4,620           | 2,903     | 987            | 2,330     | 2,290       | 254      | 261              |
| Plan Reach                             | 649,137         | 416,913   | 145,775        | 330,941   | 318,061     | 36,358   | 37,235           |
| Plan Reach (%)                         | 43.4%           | 47.4%     | 58.3%          | 45.3%     | 41.6%       | 44.4%    | 42.5%            |
| Plan Avg Freq                          | 7.1             | 7.0       | 6.8            | 7.0       | 7.2         | 7.0      | 7.0              |
| Target In-Market EOI                   | 4,619,935       | 2,902,899 | 986,952        | 2,329,706 | 2,290,230   | 254,049  | 261,382          |
| Plan TRP                               | 309.1           | 330.2     | 395.0          | 319.2     | 299.5       | 310.0    | 298.5            |
| Weekly TRP                             | 77.3            | 82.6      | 98.7           | 79.8      | 74.9        | 77.5     | 74.6             |
| Target In-Market % Comp                | 100.0%          | 62.8%     | 21.4%          | 50.4%     | 49.6%       | 5.5%     | 5.7%             |
| Total Target EOI                       | 4,640,556       | 2,915,464 | 989,805        | 2,340,492 | 2,300,064   | 254,752  | 261,618          |

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AOA Kenosha - Reachemol Media Analysis - Summary Analysis

Target: All

Target Population: 1,753,209

Telmar Outdoor Planning System, Version 2.1.0.210

| Target                        | All          | A18-49  | HHI \$100,000+ | Sex: Male | Sex: Female | Hispanic | African-American |
|-------------------------------|--------------|---------|----------------|-----------|-------------|----------|------------------|
| Panels                        | 5            |         |                |           |             |          |                  |
| Weeks                         | 4            |         |                |           |             |          |                  |
| <b>Posters</b>                | <b>Weeks</b> | 5       | 4              |           |             |          |                  |
| - Market: Milwaukee, WI (DMA) |              |         |                |           |             |          |                  |
| Target Population (000)       | 1,753        | 1,019   | 385            | 852       | 901         | 125      | 188              |
| Plan Imps (000)               | 876          | 588     | 123            | 416       | 460         | 118      | 77               |
| Plan Reach                    | 146,808      | 110,618 | 14,124         | 68,401    | 78,449      | 29,890   | 10,953           |
| Plan Reach (%)                | 8.4%         | 10.9%   | 3.7%           | 8.0%      | 8.7%        | 23.9%    | 5.8%             |
| Plan Avg Freq                 | 6.0          | 5.3     | 8.7            | 6.1       | 5.9         | 4.0      | 7.0              |
| Target In-Market EOI          | 875,713      | 588,031 | 122,746        | 415,658   | 460,056     | 118,206  | 76,786           |
| Plan TRP                      | 49.9         | 57.7    | 31.9           | 48.8      | 51.1        | 94.4     | 40.8             |
| Weekly TRP                    | 12.5         | 14.4    | 8.0            | 12.2      | 12.8        | 23.6     | 10.2             |
| Target In-Market % Comp       | 100.0%       | 67.1%   | 14.0%          | 47.5%     | 52.5%       | 13.5%    | 8.8%             |
| Total Target EOI              | 883,172      | 593,108 | 125,037        | 419,006   | 464,166     | 119,927  | 77,524           |

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Telmar Helpline 1-212-725-3000



AOA Lansing - Reachemol Media Analysis - Summary Analysis

Target: All  
 Target Population: 509,883  
 Telmar Outdoor Planning System, Version 2.1.0.210

| Target                                 | All             | A18-49    | HHI \$100,000+ | Sex: Male | Sex: Female | Hispanic | African-American |
|--|-----------------|-----------|----------------|-----------|-------------|----------|------------------|
| Panels                                 | 34              |           |                |           |             |          |                  |
| Weeks                                  | 4               |           |                |           |             |          |                  |
| <b>Bulletins</b>                       | <b>Weeks</b> 10 | 4         |                |           |             |          |                  |
| <b>Posters</b>                         | <b>Weeks</b> 24 | 4         |                |           |             |          |                  |
| <b>All Formats</b>                     | <b>Weeks</b> 34 | 4         |                |           |             |          |                  |
| - Market: Grand Rapids et al, MI (DMA) |                 |           |                |           |             |          |                  |
| Target Population (000)                | 1,495           | 879       | 250            | 730       | 765         | 82       | 88               |
| Plan Imps (000)                        | 397             | 255       | 68             | 197       | 200         | 14       | 21               |
| Plan Reach                             | 66,314          | 44,635    | 11,465         | 33,324    | 32,999      | 1,576    | 3,126            |
| Plan Reach (%)                         | 4.4%            | 5.1%      | 4.6%           | 4.6%      | 4.3%        | 1.9%     | 3.6%             |
| Plan Avg Freq                          | 6.0             | 5.7       | 5.9            | 5.9       | 6.1         | 8.7      | 6.8              |
| Target In-Market EOI                   | 397,153         | 254,631   | 68,008         | 197,188   | 199,965     | 13,792   | 21,321           |
| Plan TRP                               | 26.6            | 29.0      | 27.2           | 27.0      | 26.2        | 16.8     | 24.3             |
| Weekly TRP                             | 6.6             | 7.2       | 6.8            | 6.8       | 6.5         | 4.2      | 6.1              |
| Target In-Market % Comp                | 100.0%          | 64.1%     | 17.1%          | 49.7%     | 50.3%       | 3.5%     | 5.4%             |
| Total Target EOI                       | 7,941,373       | 4,983,805 | 1,659,954      | 3,970,553 | 3,970,821   | 478,997  | 530,773          |
| - Market: Lansing, MI (DMA)            |                 |           |                |           |             |          |                  |
| Target Population (000)                | 510             | 301       | 89             | 248       | 262         | 20       | 35               |
| Plan Imps (000)                        | 7,145           | 4,492     | 1,497          | 3,577     | 3,567       | 455      | 505              |
| Plan Reach                             | 475,622         | 286,304   | 87,189         | 233,254   | 242,061     | 19,393   | 32,253           |
| Plan Reach (%)                         | 93.3%           | 95.1%     | 97.5%          | 94.2%     | 92.3%       | 98.5%    | 92.5%            |
| Plan Avg Freq                          | 15.0            | 15.7      | 17.2           | 15.3      | 14.7        | 23.5     | 15.7             |
| Target In-Market EOI                   | 7,144,839       | 4,492,385 | 1,496,777      | 3,577,461 | 3,567,378   | 455,374  | 505,308          |
| Plan TRP                               | 1,401.3         | 1,491.6   | 1,674.5        | 1,444.7   | 1,360.3     | 2,313.0  | 1,449.4          |
| Weekly TRP                             | 350.3           | 372.9     | 418.6          | 361.2     | 340.1       | 578.2    | 362.4            |
| Target In-Market % Comp                | 100.0%          | 62.9%     | 20.9%          | 50.1%     | 49.9%       | 6.4%     | 7.1%             |
| Total Target EOI                       | 7,941,373       | 4,983,805 | 1,659,954      | 3,970,553 | 3,970,821   | 478,997  | 530,773          |

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 Telmar Helpline 1-212-725-3000

AOA Lehigh - Reachemol Media Analysis - Summary Analysis

Target: All

Target Population: 6,109,686

Telmar Outdoor Planning System, Version 2.1.0.210

| Target                           | All             | A18-49    | HHI \$100,000+ | Sex: Male | Sex: Female | Hispanic  | African-American |
|----------------------------------|-----------------|-----------|----------------|-----------|-------------|-----------|------------------|
| Panels                           | 24              |           |                |           |             |           |                  |
| Weeks                            | 4               |           |                |           |             |           |                  |
| <b>Bulletins</b>                 | <b>Weeks</b> 11 | 4         |                |           |             |           |                  |
| <b>Posters</b>                   | <b>Weeks</b> 13 | 4         |                |           |             |           |                  |
| <b>All Formats</b>               | <b>Weeks</b> 24 | 4         |                |           |             |           |                  |
| - Market: New York, NY (DMA)     |                 |           |                |           |             |           |                  |
| Target Population (000)          | 16,207          | 9,522     | 6,083          | 7,735     | 8,472       | 3,185     | 2,808            |
| Plan Imps (000)                  | 64              | 39        | 15             | 31        | 33          | 6         | 3                |
| Plan Reach                       | 12,138          | 7,786     | 1,886          | 5,913     | 6,226       | 801       | 342              |
| Plan Reach (%)                   | 0.1%            | 0.1%      | 0.0%           | 0.1%      | 0.1%        | 0.0%      | 0.0%             |
| Plan Avg Freq                    | 5.3             | 5.1       | 8.1            | 5.2       | 5.3         | 7.7       | 8.3              |
| Target In-Market EOI             | 63,966          | 39,406    | 15,204         | 30,940    | 33,026      | 6,161     | 2,841            |
| Plan TRP                         | 0.4             | 0.4       | 0.2            | 0.4       | 0.4         | 0.2       | 0.1              |
| Weekly TRP                       | 0.1             | 0.1       | 0.1            | 0.1       | 0.1         | 0.0       | 0.0              |
| Target In-Market % Comp          | 100.0%          | 61.6%     | 23.8%          | 48.4%     | 51.6%       | 9.6%      | 4.4%             |
| Total Target EOI                 | 12,162,956      | 7,432,877 | 3,069,021      | 6,093,928 | 6,069,029   | 1,484,003 | 925,915          |
| - Market: Philadelphia, PA (DMA) |                 |           |                |           |             |           |                  |
| Target Population (000)          | 6,110           | 3,510     | 1,930          | 2,904     | 3,205       | 466       | 1,044            |
| Plan Imps (000)                  | 11,551          | 7,066     | 2,982          | 5,804     | 5,747       | 1,449     | 903              |
| Plan Reach                       | 1,562,536       | 985,196   | 354,500        | 808,981   | 754,010     | 238,654   | 80,373           |
| Plan Reach (%)                   | 25.6%           | 28.1%     | 18.4%          | 27.9%     | 23.5%       | 51.2%     | 7.7%             |
| Plan Avg Freq                    | 7.4             | 7.2       | 8.4            | 7.2       | 7.6         | 6.1       | 11.2             |
| Target In-Market EOI             | 11,550,793      | 7,066,319 | 2,981,702      | 5,804,261 | 5,746,533   | 1,449,483 | 903,026          |
| Plan TRP                         | 189.1           | 201.3     | 154.5          | 199.8     | 179.3       | 311.3     | 86.5             |
| Weekly TRP                       | 47.3            | 50.3      | 38.6           | 50.0      | 44.8        | 77.8      | 21.6             |
| Target In-Market % Comp          | 100.0%          | 61.2%     | 25.8%          | 50.2%     | 49.8%       | 12.5%     | 7.8%             |
| Total Target EOI                 | 12,162,956      | 7,432,877 | 3,069,021      | 6,093,928 | 6,069,029   | 1,484,003 | 925,915          |

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Telmar Helpline 1-212-725-3000

AOA Madison - Reachemol Media Analysis - Summary Analysis

Target: All

Target Population: 747,212

Telmar Outdoor Planning System, Version 2.1.0.210

| Target                      | All             | A18-49    | HHI \$100,000+ | Sex: Male | Sex: Female | Hispanic | African-American |
|-----------------------------|-----------------|-----------|----------------|-----------|-------------|----------|------------------|
| Panels                      | 14              |           |                |           |             |          |                  |
| Weeks                       | 4               |           |                |           |             |          |                  |
| <b>Bulletins</b>            | <b>Weeks</b> 3  | 4         |                |           |             |          |                  |
| <b>Posters</b>              | <b>Weeks</b> 11 | 4         |                |           |             |          |                  |
| <b>All Formats</b>          | <b>Weeks</b> 14 | 4         |                |           |             |          |                  |
| - Market: Madison, WI (DMA) |                 |           |                |           |             |          |                  |
| Target Population (000)     | 747             | 448       | 170            | 369       | 378         | 26       | 21               |
| Plan Imps (000)             | 5,317           | 3,662     | 1,093          | 2,568     | 2,748       | 375      | 322              |
| Plan Reach                  | 286,643         | 205,844   | 62,117         | 138,696   | 148,005     | 24,163   | 20,200           |
| Plan Reach (%)              | 38.4%           | 45.9%     | 36.5%          | 37.6%     | 39.2%       | 91.2%    | 94.2%            |
| Plan Avg Freq               | 18.5            | 17.8      | 17.6           | 18.5      | 18.6        | 15.5     | 16.0             |
| Target In-Market EOI        | 5,316,785       | 3,661,736 | 1,092,571      | 2,568,360 | 2,748,425   | 375,472  | 322,322          |
| Plan TRP                    | 711.5           | 816.9     | 641.5          | 695.4     | 727.3       | 1,417.7  | 1,503.4          |
| Weekly TRP                  | 177.9           | 204.2     | 160.4          | 173.8     | 181.8       | 354.4    | 375.8            |
| Target In-Market % Comp     | 100.0%          | 68.9%     | 20.5%          | 48.3%     | 51.7%       | 7.1%     | 6.1%             |
| Total Target EOI            | 5,549,032       | 3,795,259 | 1,205,332      | 2,688,142 | 2,860,890   | 385,221  | 325,823          |

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Telmar Helpline 1-212-725-3000

AOA NEPA - Reachemol Media Analysis - Summary Analysis

Target: All

Target Population: 6,109,686

Telmar Outdoor Planning System, Version 2.1.0.210

| Target  | All             | A18-49    | HHI \$100,000+ | Sex: Male | Sex: Female | Hispanic | African-American |
|---|-----------------|-----------|----------------|-----------|-------------|----------|------------------|
| Panels  | 19              |           |                |           |             |          |                  |
| Weeks   | 4               |           |                |           |             |          |                  |
| <b>Bulletins</b>                              | <b>Weeks</b> 3  | 4         |                |           |             |          |                  |
| <b>Posters</b>                                | <b>Weeks</b> 16 | 4         |                |           |             |          |                  |
| <b>All Formats</b>                            | <b>Weeks</b> 19 | 4         |                |           |             |          |                  |
| <b>- Market: New York, NY (DMA)</b>           |                 |           |                |           |             |          |                  |
| Target Population (000)                       | 16,207          | 9,522     | 6,083          | 7,735     | 8,472       | 3,185    | 2,808            |
| Plan Imps (000)                               | 196             | 118       | 35             | 91        | 105         | 14       | 10               |
| Plan Reach                                    | 27,935          | 17,182    | 3,125          | 12,595    | 15,353      | 1,192    | 626              |
| Plan Reach (%)                                | 0.2%            | 0.2%      | 0.1%           | 0.2%      | 0.2%        | 0.0%     | 0.0%             |
| Plan Avg Freq                                 | 7.0             | 6.9       | 11.1           | 7.2       | 6.9         | 12.0     | 15.3             |
| Target In-Market EOI                          | 196,019         | 118,384   | 34,625         | 90,732    | 105,287     | 14,283   | 9,560            |
| Plan TRP                                      | 1.2             | 1.2       | 0.6            | 1.2       | 1.2         | 0.4      | 0.3              |
| Weekly TRP                                    | 0.3             | 0.3       | 0.1            | 0.3       | 0.3         | 0.1      | 0.1              |
| Target In-Market % Comp                       | 100.0%          | 60.4%     | 17.7%          | 46.3%     | 53.7%       | 7.3%     | 4.9%             |
| Total Target EOI                              | 2,712,412       | 1,665,933 | 535,871        | 1,311,590 | 1,400,785   | 262,670  | 201,311          |
| <b>- Market: Philadelphia, PA (DMA)</b>       |                 |           |                |           |             |          |                  |
| Target Population (000)                       | 6,110           | 3,510     | 1,930          | 2,904     | 3,205       | 466      | 1,044            |
| Plan Imps (000)                               | 601             | 359       | 111            | 298       | 303         | 19       | 5                |
| Plan Reach                                    | 89,537          | 55,295    | 10,273         | 45,945    | 43,691      | 1,411    | 355              |
| Plan Reach (%)                                | 1.5%            | 1.6%      | 0.5%           | 1.6%      | 1.4%        | 0.3%     | 0.0%             |
| Plan Avg Freq                                 | 6.7             | 6.5       | 10.8           | 6.5       | 6.9         | 13.1     | 14.6             |
| Target In-Market EOI                          | 600,688         | 359,238   | 110,589        | 298,065   | 302,623     | 18,528   | 5,173            |
| Plan TRP                                      | 9.8             | 10.2      | 5.7            | 10.3      | 9.4         | 4.0      | 0.5              |
| Weekly TRP                                    | 2.5             | 2.6       | 1.4            | 2.6       | 2.4         | 1.0      | 0.1              |
| Target In-Market % Comp                       | 100.0%          | 59.8%     | 18.4%          | 49.6%     | 50.4%       | 3.1%     | 0.9%             |
| Total Target EOI                              | 2,712,412       | 1,665,933 | 535,871        | 1,311,590 | 1,400,785   | 262,670  | 201,311          |
| <b>- Market: Wilkes Barre et al, PA (DMA)</b> |                 |           |                |           |             |          |                  |
| Target Population (000)                       | 1,180           | 616       | 189            | 573       | 607         | 38       | 32               |
| Plan Imps (000)                               | 1,915           | 1,188     | 390            | 922       | 992         | 229      | 187              |
| Plan Reach                                    | 156,062         | 100,975   | 31,443         | 74,790    | 81,272      | 22,826   | 19,431           |
| Plan Reach (%)                                | 13.2%           | 16.4%     | 16.6%          | 13.0%     | 13.4%       | 59.9%    | 60.4%            |
| Plan Avg Freq                                 | 12.3            | 11.8      | 12.4           | 12.3      | 12.2        | 10.1     | 9.6              |
| Target In-Market EOI                          | 1,914,670       | 1,187,618 | 390,196        | 922,183   | 992,451     | 229,486  | 186,537          |
| Plan TRP                                      | 162.2           | 192.9     | 206.6          | 160.9     | 163.5       | 602.4    | 580.1            |
| Weekly TRP                                    | 40.6            | 48.2      | 51.6           | 40.2      | 40.9        | 150.6    | 145.0            |
| Target In-Market % Comp                       | 100.0%          | 62.0%     | 20.4%          | 48.2%     | 51.8%       | 12.0%    | 9.7%             |
| Total Target EOI                              | 2,712,412       | 1,665,933 | 535,871        | 1,311,590 | 1,400,785   | 262,670  | 201,311          |

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Telmar Helpline 1-212-725-3000

AOA Norfolk - Reachemol Media Analysis - Summary Analysis

Target: All

Target Population: 1,459,898

Telmar Outdoor Planning System, Version 2.1.0.210

| Target                            | All             | A18-49    | HHI \$100,000+ | Sex: Male | Sex: Female | Hispanic | African-American |
|-----------------------------------|-----------------|-----------|----------------|-----------|-------------|----------|------------------|
| Panels                            | 40              |           |                |           |             |          |                  |
| Weeks                             | 4               |           |                |           |             |          |                  |
| <b>Bulletins</b>                  | <b>Weeks</b> 10 | 4         |                |           |             |          |                  |
| <b>Posters</b>                    | <b>Weeks</b> 30 | 4         |                |           |             |          |                  |
| <b>All Formats</b>                | <b>Weeks</b> 40 | 4         |                |           |             |          |                  |
| - Market: Norfolk et al, VA (DMA) |                 |           |                |           |             |          |                  |
| Target Population (000)           | 1,460           | 882       | 346            | 701       | 759         | 56       | 443              |
| Plan Imps (000)                   | 12,248          | 7,963     | 2,180          | 6,092     | 6,156       | 635      | 4,217            |
| Plan Reach                        | 1,098,645       | 697,480   | 197,719        | 540,614   | 557,082     | 49,541   | 366,424          |
| Plan Reach (%)                    | 75.3%           | 79.1%     | 57.1%          | 77.2%     | 73.4%       | 88.4%    | 82.8%            |
| Plan Avg Freq                     | 11.1            | 11.4      | 11.0           | 11.3      | 11.1        | 12.8     | 11.5             |
| Target In-Market EOI              | 12,248,361      | 7,962,799 | 2,179,951      | 6,092,282 | 6,156,079   | 635,167  | 4,216,774        |
| Plan TRP                          | 839.0           | 902.9     | 629.8          | 869.4     | 810.9       | 1,133.8  | 952.5            |
| Weekly TRP                        | 209.7           | 225.7     | 157.4          | 217.4     | 202.7       | 283.5    | 238.1            |
| Target In-Market % Comp           | 100.0%          | 65.0%     | 17.8%          | 49.7%     | 50.3%       | 5.2%     | 34.4%            |
| Total Target EOI                  | 12,252,419      | 7,965,060 | 2,180,295      | 6,094,242 | 6,158,181   | 635,264  | 4,218,940        |

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Telmar Helpline 1-212-725-3000

AOA Peoria - Reachemol Media Analysis - Summary Analysis

Target: All

Target Population: 491,886

Telmar Outdoor Planning System, Version 2.1.0.210

| Target                                 | All          | A18-49    | HHI \$100,000+ | Sex: Male | Sex: Female | Hispanic | African-American |
|--|--------------|-----------|----------------|-----------|-------------|----------|------------------|
| Panels                                 | 24           |           |                |           |             |          |                  |
| Weeks                                  | 4            |           |                |           |             |          |                  |
| <b>Posters</b>                         | <b>Weeks</b> | 24        | 4              |           |             |          |                  |
| - Market: Peoria-Bloomington, IL (DMA) |              |           |                |           |             |          |                  |
| Target Population (000)                | 492          | 282       | 104            | 237       | 254         | 11       | 32               |
| Plan Imps (000)                        | 3,080        | 1,886     | 531            | 1,430     | 1,649       | 67       | 310              |
| Plan Reach                             | 332,151      | 202,207   | 60,320         | 155,856   | 176,110     | 6,899    | 27,495           |
| Plan Reach (%)                         | 67.5%        | 71.6%     | 57.7%          | 65.6%     | 69.2%       | 63.0%    | 86.2%            |
| Plan Avg Freq                          | 9.3          | 9.3       | 8.8            | 9.2       | 9.4         | 9.7      | 11.3             |
| Target In-Market EOI                   | 3,079,688    | 1,886,421 | 531,137        | 1,430,296 | 1,649,392   | 66,859   | 309,592          |
| Plan TRP                               | 626.1        | 668.3     | 508.5          | 602.3     | 648.3       | 610.1    | 970.4            |
| Weekly TRP                             | 156.5        | 167.1     | 127.1          | 150.6     | 162.1       | 152.5    | 242.6            |
| Target In-Market % Comp                | 100.0%       | 61.3%     | 17.2%          | 46.4%     | 53.6%       | 2.2%     | 10.1%            |
| Total Target EOI                       | 3,099,420    | 1,897,695 | 533,454        | 1,439,528 | 1,659,892   | 67,557   | 310,568          |

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