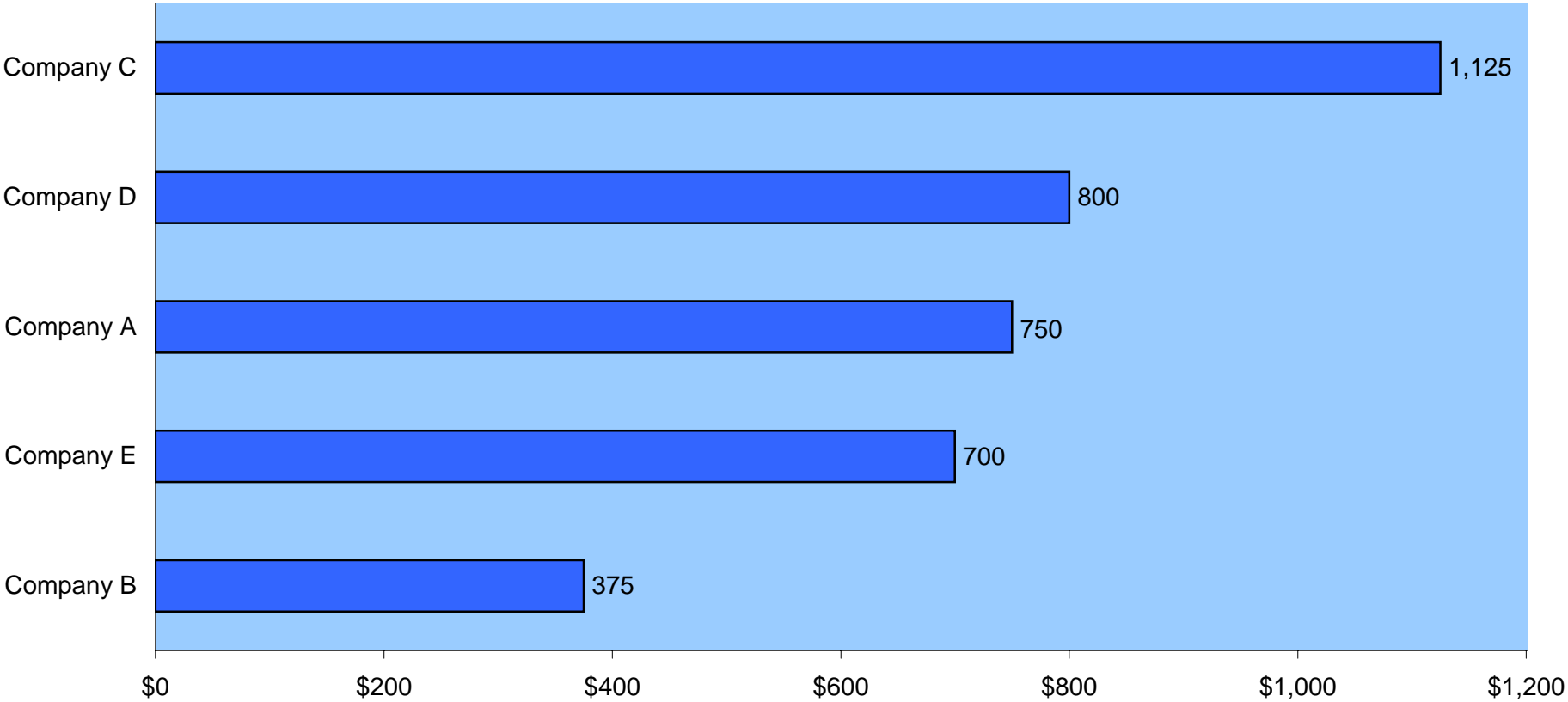


# Publicity in Column Inches by Company January Through December 2008

*prepared for Client#1 by Ad Facts, Inc.*



# Publicity in Column Inches by Company by Publication January through December 2008

*prepared for Client#1 by Ad Facts, Inc.*

	Company A	Company B	Company C	Company D	Company E	TOTAL
Magazine 1	20	20	125	225	50	440
Magazine 2	100	30	50	175	100	455
Magazine 3	150	150	300	200	225	1,025
Magazine 4	0	0	125	50	0	175
Magazine 5	200	75	150	0	100	525
Magazine 6	50	60	200	75	50	435
Magazine 7	230	40	175	75	175	695
Total	750	375	1,125	800	700	3,750

# Publicity in Column Inches By Company By Market Segment January through December 2008

*Prepared for Client#1 by Ad Facts, Inc.*

	<b>Market Segment A</b>	<b>Market Segment B</b>	<b>Market Segment C</b>	<b>Market Segment D</b>	<b>TOTAL</b>
<b>Company A</b>	250	100	50	350	<b>750</b>
<b>Company B</b>	50	0	200	125	<b>375</b>
<b>Company C</b>	400	250	300	175	<b>1,125</b>
<b>Company D</b>	125	175	400	100	<b>800</b>
<b>Company E</b>	100	250	200	150	<b>700</b>
<b>TOTAL</b>	<b>925</b>	<b>775</b>	<b>1,150</b>	<b>900</b>	<b>3,750</b>

# Publicity in Column Inches Comparison 1Q08 vs 2Q08 vs 3Q08 vs 4Q08

*Prepared for Client#1 by Ad Facts, Inc.*

	1Q08	2Q08	% Change	3Q08	% Change	4Q08	% Change	Total
<b>Company A</b>	100	150	50%	300	100%	200	-33%	750
<b>Company B</b>	25	50	100%	175	250%	125	-29%	375
<b>Company C</b>	250	125	-50%	350	180%	400	14%	1,125
<b>Company D</b>	150	100	-33%	300	200%	250	-17%	800
<b>Company E</b>	200	150	-25%	200	33%	150	-25%	700
<b>TOTAL</b>	<b>725</b>	<b>575</b>	<b>-21%</b>	<b>1,325</b>	<b>130%</b>	<b>1,125</b>	<b>-15%</b>	<b>3,750</b>

# Publicity in Column Inches Comparison 2006 vs 2007 vs 2008

*Prepared for Client#1 by Ad Facts, Inc.*

	2006	2007	% Change	2008	% Change
Company A	620	600	-3%	750	25%
Company B	350	400	14%	375	-6%
Company C	850	800	-6%	1,125	41%
Company D	850	750	-12%	800	7%
Company E	650	675	4%	700	4%
<b>TOTAL</b>	<b>3,320</b>	<b>3,225</b>	<b>-3%</b>	<b>3,750</b>	<b>16%</b>