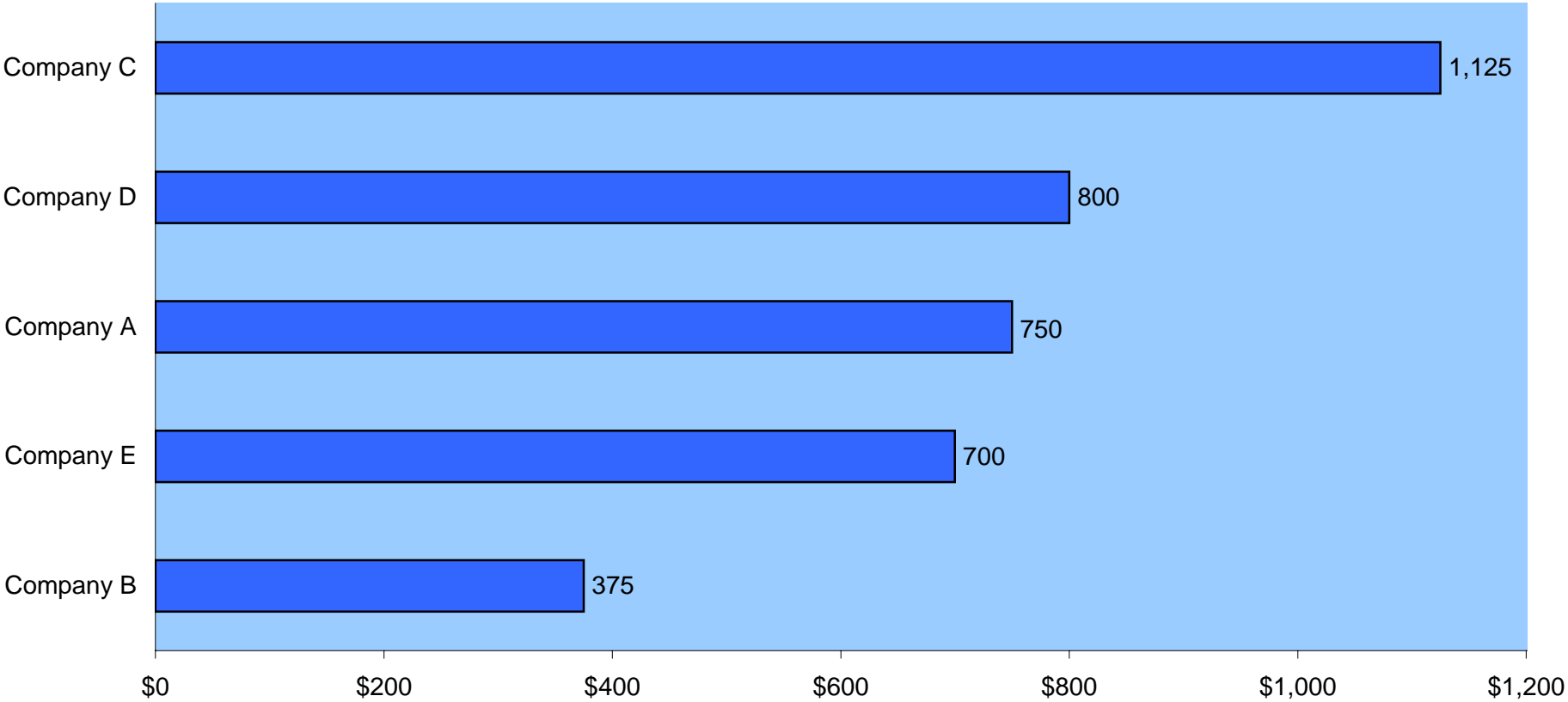


Publicity in Column Inches by Company January Through December 2008

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.

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

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

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%
TOTAL	3,320	3,225	-3%	3,750	16%