

L A Z B O Y

and

The logo for azcentral.com features the letters 'az' in a blue, lowercase, sans-serif font. A red and blue swoosh is positioned above the 'z', and a small yellow triangle is located below the 'z'. To the right of 'az', the word 'central.com' is written in a grey, lowercase, sans-serif font.

azcentral.com

Partners in Maximizing Advertising Exposure
To the Best Customer Prospects in Phoenix for
La-Z-Boy Furniture Galleries



The Internet is Utilized by Over 70% Of Phoenix Market Adults

Report: TARGET PROFILE REPORT
 Market: PHOENIX, AZ for MAR-APR 2006
 Bases: GENERAL BASE = ADULTS AGE 18+
 Target: ONLINE/INTERNET--LOGGED ON PAST MONTH

THE MEDIA AUDIT

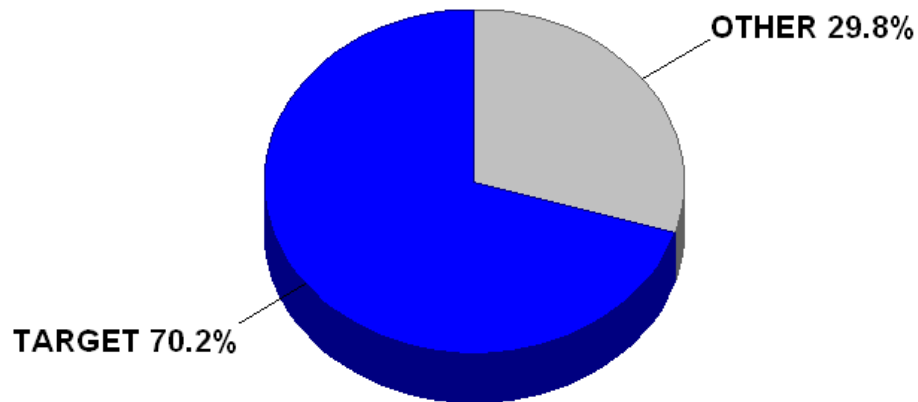
Target Analysis

Base Population: 2,625,900

% In Target: 70.2%

Target Persons: 1,843,600

Over 70% of Phoenix Market Adults Log Online





Report: MEDIA DAY ANALYSIS
Market: PHOENIX, AZ for MAR-APR 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Target: STORE SHOP FOR FURNITURE--LA-Z-BOY FURNITURE GALLERIES

THE MEDIA AUDIT

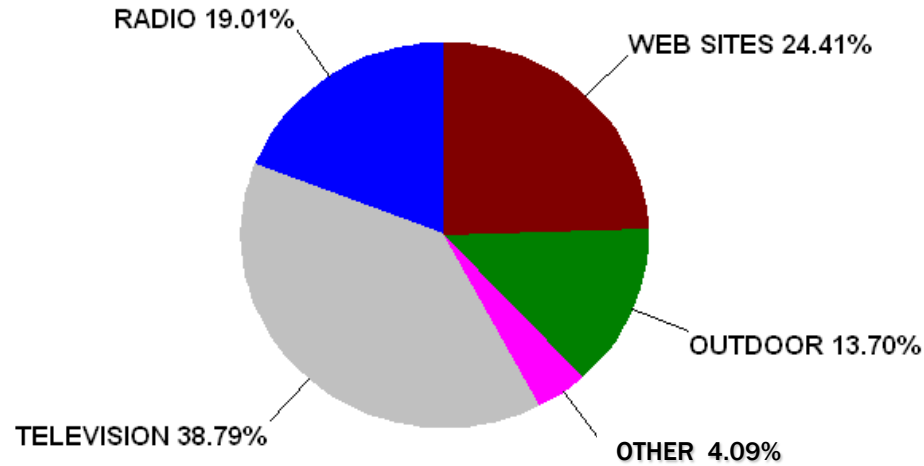
Target Market

Base Population: 2,625,900

Target Percent: 2.4

Target: 61,800

Nearly One-Fourth of La-Z-Boy Customers' Media Day is Spent with the Internet



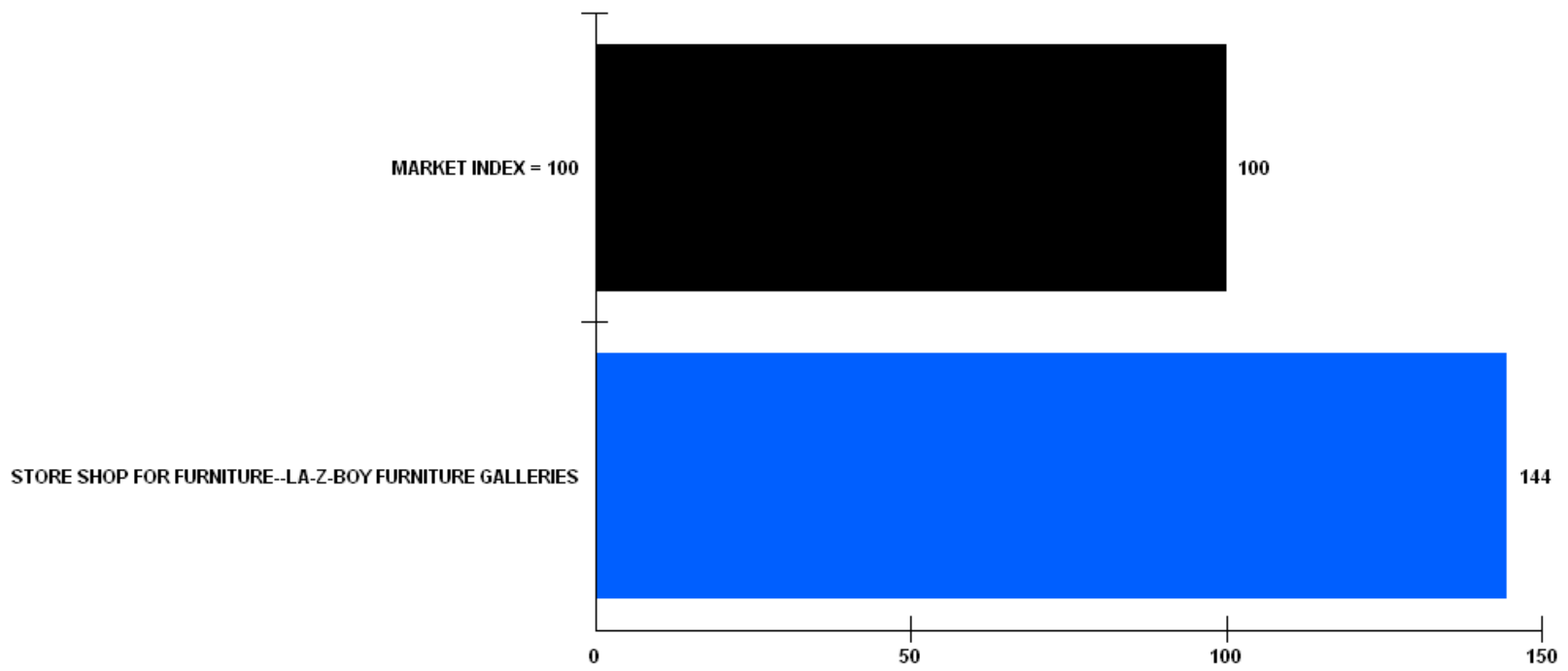


Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: PHOENIX, AZ for MAR-APR 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Media: HEAVY INTERNET USERS

THE MEDIA AUDIT

Cume Index

Phoenix La-Z-Boy Customers are 44% More Likely to be Heavy Internet Users



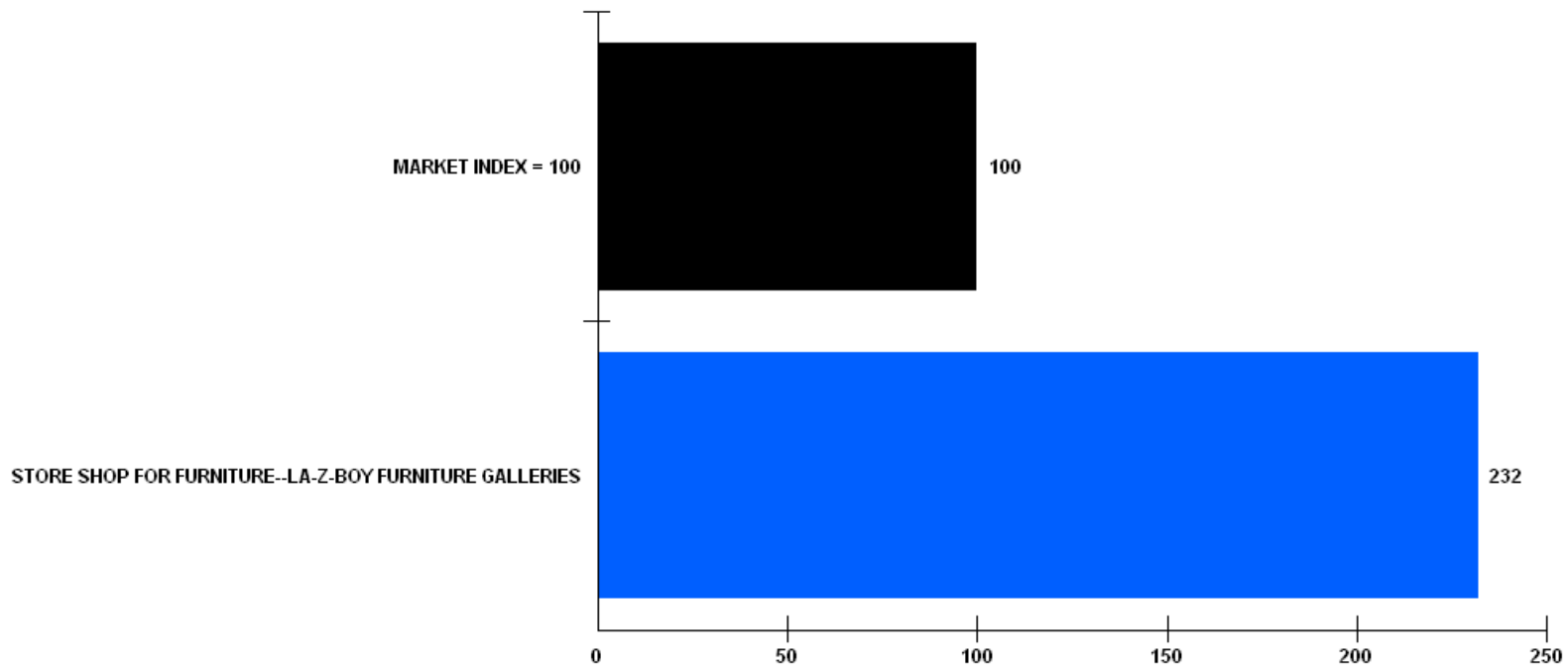


Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: PHOENIX, AZ for MAR-APR 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Media: AZCENTRAL.COM

THE MEDIA AUDIT

Cume Index

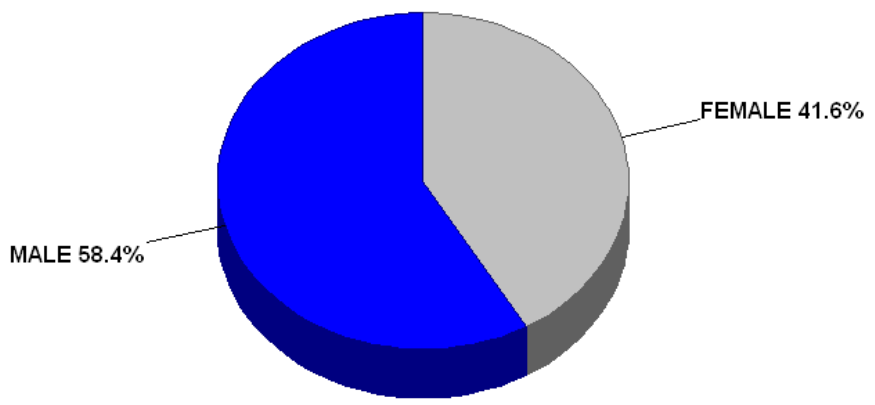
AZCENTRAL.COM USERS ARE 132% MORE LIKELY TO SHOP LA-Z-BOY FURNITURE GALLERIES



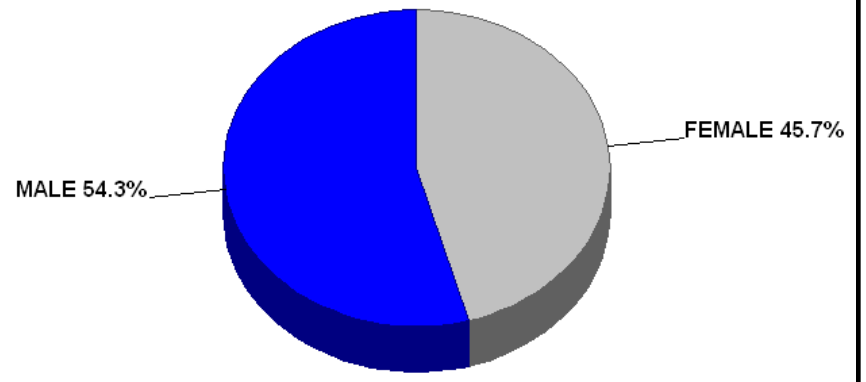


La-Z-Boy Shoppers and azcentral.com Users Both Skew Male

Gender Profile of Phoenix La-Z-Boy Shoppers



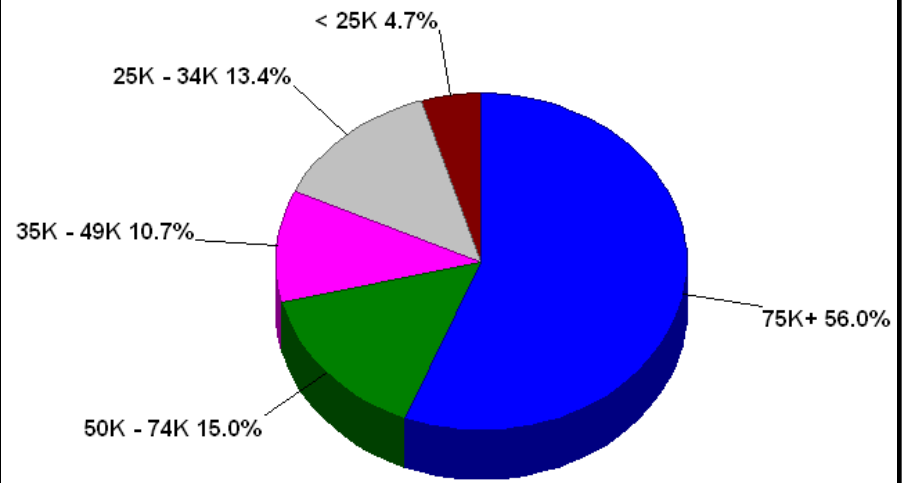
Gender Profile of AZCENTRAL.com Users



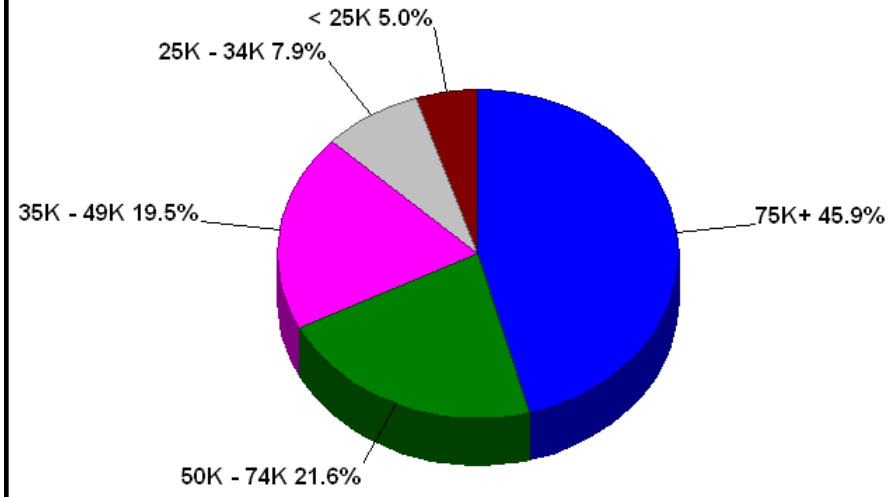


La-Z-Boy Shoppers and azcentral.com Users Both Skew Upper Income

Income Profile of La-Z-Boy Customers



Income Profile of AZCENTRAL.com Users





azcentral.com reaches dramatically MORE La-Z-Boy Shoppers than ANY local media website.

Report: RANKER REPORT THE MEDIA AUDIT
 Market: PHOENIX, AZ for MAR-APR 2006
 Bases: GENERAL BASE = ADULTS AGE 18+
 Target: STORE SHOP FOR FURNITURE--LA-Z-BOY FURNITURE GALLERIES

Base Population: 2,625,900

% In Target: 2.4%

Rank	Media	Cume Persons	Cume Rating	0	22	45	68
1	AZCENTRAL.COM	41,400	67.0				
2	PHOENIX.COX.NET	22,200	35.9				
3	12NEWS.COM	11,200	18.1				
4	AZFAMILY.COM	10,000	16.2				
5	KPHO.COM	7,700	12.5				
6	EASTVALLEYTRIBUNE.C	7,200	11.7				
7	ABC15.COM	5,800	9.4				
8	PHO_BIZJOURNALS.COM	5,200	8.4				
9	CLEAR CHANNEL .COM	5,100	8.3				
10	KESZ-FM .COM	3,100	5.0				
11	KAET.ASU.EDU	2,000	3.2				
12	FOX10.COM	1,600	2.6				
13	PHOENIXNEWTIMES.COM	1,600	2.6				
14	GETOUTAZ.COM	1,600	2.6				
15	BONNEVILLE RADIO.COM	*	*				
16	SANDUSKY RADIO .COM	*	*				
17	CBS RADIO .COM	*	*				
18	MARICOPA C.C.C .COM	*	*				
19	UPN45.COM	*	*				
20	KFYI-AM .COM	*	*				
21	KKFR-FM .COM	*	*				
22	KTAR-AM .COM	*	*				
23	KUPD-FM .COM	*	*				



azcentral.com reaches dramatically MORE La-Z-Boy Shoppers than ANY Phoenix Area Radio Station.

Report: RANKER REPORT THE MEDIA AUDIT
 Market: PHOENIX, AZ for MAR-APR 2006
 Bases: GENERAL BASE = ADULTS AGE 18+
 Target: STORE SHOP FOR FURNITURE--LA-Z-BOY FURNITURE GALLERIES

Base Population: 2,625,900

% In Target: 2.4%

Rank	Media	Cume Persons	Cume Rating	0	22	45	68
1	AZCENTRAL.COM	41,400	67.0				
2	KNIX-FM	15,500	25.1				
3	KFYI	12,900	20.9				
4	KDKB-FM	11,300	18.3				
5	KOOL-FM	10,600	17.2				
6	KUPD-FM	9,800	15.9				
7	KTAR	9,300	15.0				
8	KESZ-FM	8,000	12.9				
9	KBAQ-FM	6,300	10.2				
10	KMLE-FM	6,000	9.7				
11	KYOT-FM	4,400	7.1				
12	KFLR-FM	4,100	6.6				
13	KZON-FM	4,000	6.5				
14	KSLX-FM	3,200	5.2				
15	KEDJ-FM	3,200	5.2				
16	KRZS-FM	3,000	4.9				
17	KMXP-FM	2,000	3.2				
18	KKNT	1,700	2.8				
19	KPHX	1,700	2.8				
20	KZZP-FM	1,700	2.8				
21	KJZZ-FM	1,700	2.8				
22	KOY	1,000	1.6				
23	KNAI-FM	1,000	1.6				



azcentral.com reaches dramatically MORE La-Z-Boy Shoppers than ANY Local TV Newscast.

Report: RANKER REPORT
 Market: PHOENIX, AZ for MAR-APR 2006
 Bases: GENERAL BASE = ADULTS AGE 18+
 Target: STORE SHOP FOR FURNITURE--LA-Z-BOY FURNITURE GALLERIES

THE MEDIA AUDIT

Base Population: 2,625,900

% In Target: 2.4%

Rank	Media	Cume Persons	Cume Rating	0	22	45	68
1	AZCENTRAL.COM	41,400	67.0				
2	LATE NEWS*KPNX C 12	26,900	43.5				
3	EARLY NEWS*KPNX C 12	19,800	32.0				
4	EARLY NEWS*KPHO C 5	17,900	29.0				
5	LATE NEWS*KPHO C 5	13,700	22.2				
6	PRIME NEWS*KSAZ C 10	13,700	22.2				
7	MORN NEWS*KTVK C 3	11,600	18.8				
8	LATE NEWS*KTVK C 3	11,200	18.1				
9	LATE NEWS*KNXV C 15	11,200	18.1				
10	EARLY NEWS*KSAZ C 10	9,300	15.0				
11	EARLY NEWS*KTVK C 3	9,200	14.9				
12	EARLY NEWS*KNXV C 15	8,500	13.8				
13	LATE NEWS*KSAZ C 10	6,200	10.0				
14	MORN NEWS*KPNX C 12	5,800	9.4				
15	MORN NEWS*KPHO C 5	3,300	5.3				
16	MORN NEWS*KNXV C 15	2,000	3.2				
17	MORN NEWS*KSAZ C 10	1,700	2.8				
18	LATE NEWS*KTUV C 33	*	*				
19	EARLY NEWS*KDRX C 48	*	*				
20	EARLY NEWS*KTUV C 33	*	*				



azcentral.com reaches dramatically MORE La-Z-Boy Shoppers than ANY Cable Network.

Report: RANKER REPORT THE MEDIA AUDIT
 Market: PHOENIX, AZ for MAR-APR 2006
 Bases: GENERAL BASE = ADULTS AGE 18+
 Target: STORE SHOP FOR FURNITURE--LA-Z-BOY FURNITURE GALLERIES

Base Population: 2,625,900

% In Target: 2.4%

Rank	Media	Cume Persons	Cume Rating	0	22	45	68
1	AZCENTRAL.COM	41,400	67.0				
2	LOCAL*DISCOVERY CH.	23,300	37.7				
3	LOCAL*HEADLINE NEWS	19,900	32.2				
4	LOCAL*WEATHER CH.	19,300	31.2				
5	LOCAL*FOX SPT.NET AZ	17,400	28.2				
6	LOCAL*FOX NEWS CH.	17,300	28.0				
7	LOCAL*A&E	15,100	24.4				
8	LOCAL*MSNBC	14,400	23.3				
9	LOCAL*USA NETWORK	12,500	20.2				
10	LOCAL*CNBC	12,100	19.6				
11	LOCAL*CNN	10,800	17.5				
12	LOCAL*ESPN	10,000	16.2				
13	LOCAL*SPIKE TV	9,500	15.4				
14	LOCAL*VH-1	9,500	15.4				
15	LOCAL*ABC FAMILY	8,300	13.4				
16	LOCAL*COMEDY CENTRAL	8,100	13.1				
17	LOCAL*LIFETIME	7,700	12.5				
18	LOCAL*AZ. NEWS CH.	7,500	12.1				
19	LOCAL*MTV	6,400	10.4				
20	LOCAL*BET	6,400	10.4				
21	LOCAL*MASI ARIZONA	5,200	8.4				
22	LOCAL*NICKELODEON	5,100	8.3				
23	LOCAL*TNT	4,000	6.5				
24	LOCAL*ESPN 2	3,600	5.8				
25	LOCAL*BYU TELEVISION	1,700	2.8				



azcentral.com reaches MANY MORE La-Z-Boy Shoppers than Phoenix Home & Garden, Tribune, or Arizona Foothills

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THE MEDIA AUDIT

Cume Ratings

Base Population: 2,625,900

% In Target: 2.4%

Target Persons: 61,800

La-Z-Boy Furniture Galleries Shoppers

