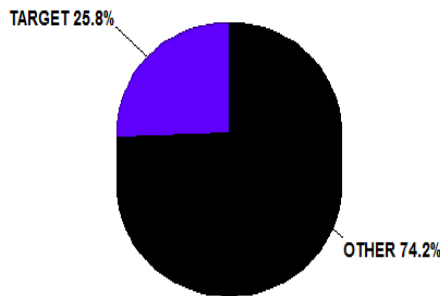




1 in 4 N'Digo Readers Will Buy a New Vehicle This Year!



Market average = 100

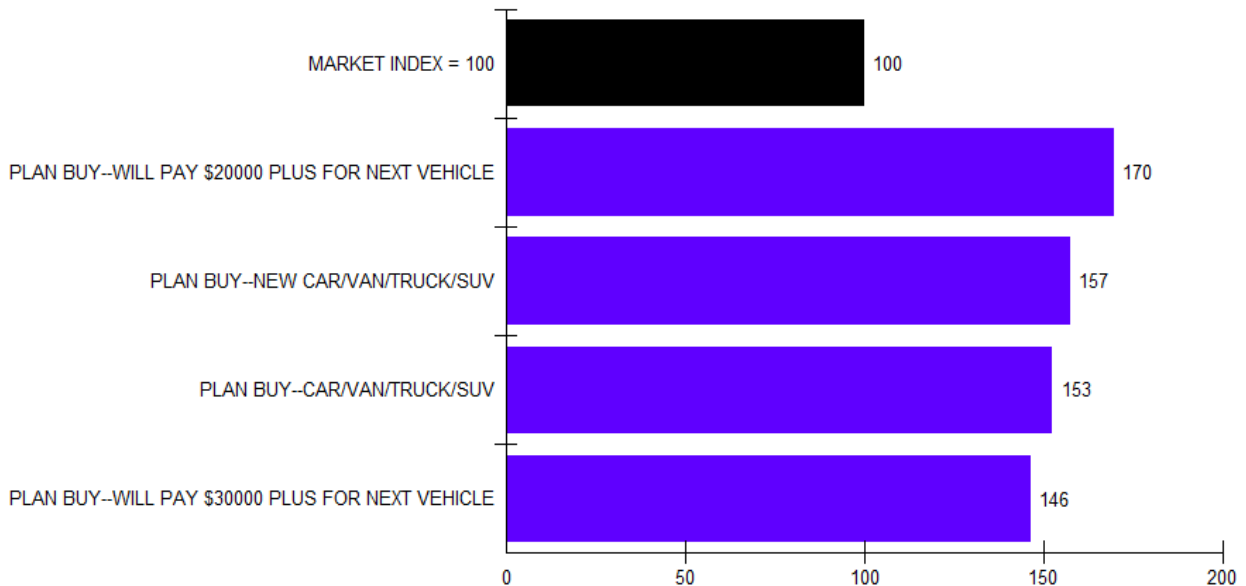
Any Index over 100 = N'Digo is an efficient media to reach car buyers

For every \$1,000 you spend in N'Digo to reach affluent car buyers, you get \$1,700 in value!

A higher percentage of N'Digo readers will spend over \$20,000 on their next vehicle than percentage of Chicagoans who will spend \$20,000+.

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT THE MEDIA AUDIT Cume Index
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007
 Bases: ADULTS AGE 18+
 Media: N'DIGO

N'Digo Readers are Buying High-End New Vehicles!

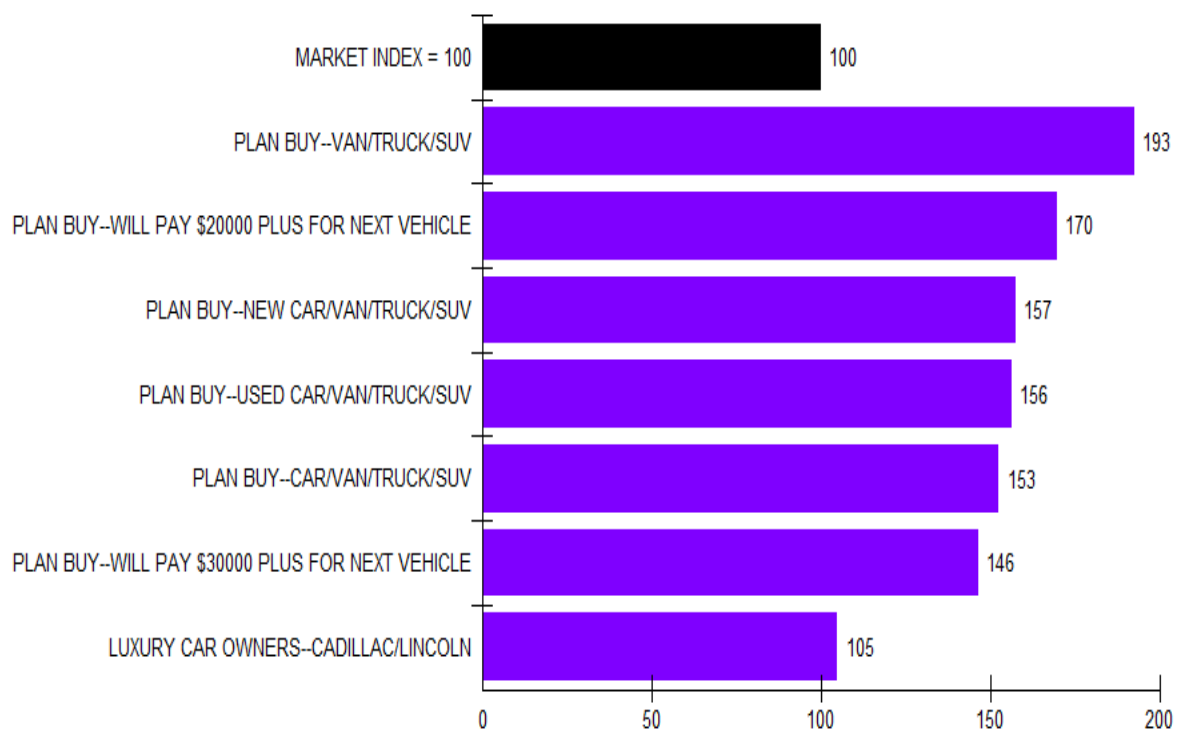




Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
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THE MEDIA AUDIT Cume Index

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Manufacturers owned	% of N'Digo Readers	Index
Plan to spend \$30,000+	11%	272
Plan to spend \$20,000+	18%	195
DOMESTIC	71%	100
FOREIGN	42%	97
Own one vehicle	25%	108
Own two+ vehicles	63%	94
BMW	2%	75
Buick	13%	188
Cadillac	13%	330
Chevrolet	18%	78
Lincoln/Mercury	8%	181
Ford	22%	92
Chrysler	7%	79
Dodge	17%	157
Jaguar	2%	357
Jeep	7%	195
Honda	12%	111
Infiniti	2%	132
Lexus	2.5%	106
Mercedes	3%	173
Nissan	7%	99
Porsche	2%	333
Toyota	16%	127
Luxury Foreign	8%	94
Luxury Domestic	16%	323



Report: RANKER REPORT

THE MEDIA AUDIT

Cume Ratings

Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007

Bases: ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS *AND* RACE--BLACK [NOT HISPANIC]

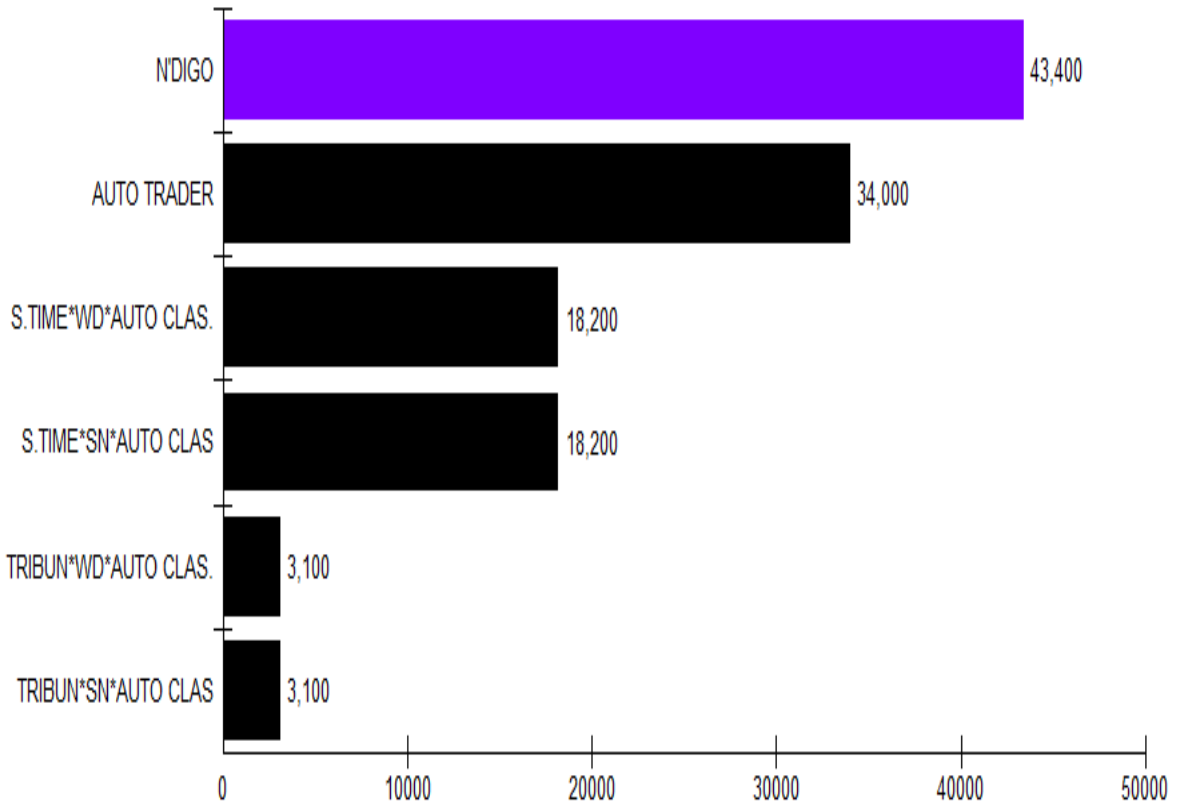
Target: PLAN BUY--CAR/VAN/TRUCK/SUV

Base Population: 449,600

% In Target: 28.0%

Target Persons: 125,900

N'Digo is the Leader Reaching Affluent, African American Car Buyers!





Report: RANKER REPORT THE MEDIA AUDIT Most Often Ratings
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007
 Bases: ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS *AND* RACE--BLACK (NOT HISPANIC)
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV

Base Population: 449,600 % In Target: 28.0% Target Persons: 125,900

N'Digo Will Deliver More Car Buyers than Radio!

