



Reaching Casino Gamblers and Weekend Get-Away Prospects In the New York / New Jersey Market

> Presented by: Jan Winarsky The New York Sun April 25, 2006



Report: RANKER REPORT

THE MEDIA AUDIT

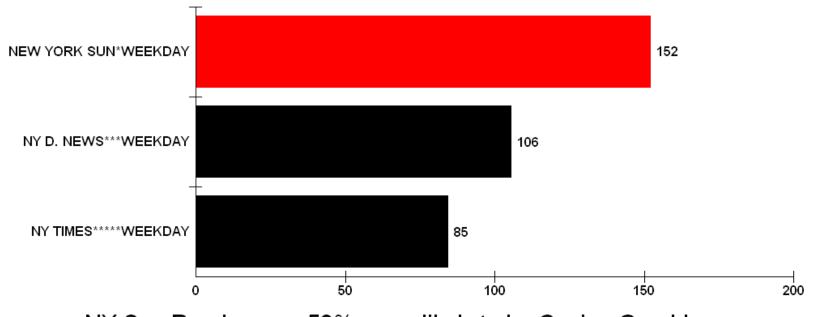
Most Often Index

Market: NEW YORK, NY for JUN-AUG '05/JAN-MAR '06
Bases: GENERAL BASE = ADULTS--AGE 21 PLUS

Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

 Base Population: 13,461,200
 % In Target: 26.7%
 Target Persons: 3,591,100





NY Sun Readers are 52% more likely to be Casino Gamblers



Over 40% of New York Sun's Adult Daily Readership Age 21+ Are Casino Gamblers

NY Sun has the largest readership composition of casino gamblers, thus is the most cost-effective.

| | | GE | THE MEDIA AUDIT RANKER REPORT GENERAL BASE = ADULTSAGE 21 PLUS | | | |
|---|--|---------------------------|--|---|-----|--|
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| BASE POPULATION: 13,461,200 | | | % IN TARGET: 26.7% | | | |
| RANK | MEDIA | MOST OFTEN COMPOSITION | MOST OFTEN INDEX | 0 | 100 | |
| 1 2 3 | NEW YORK SUN*WEEKDAY NY D. NEWS***WEEKDAY NY TIMES*****WEEKDAY | 40.6 28.2 22.6 | 152 106 85 | | | |



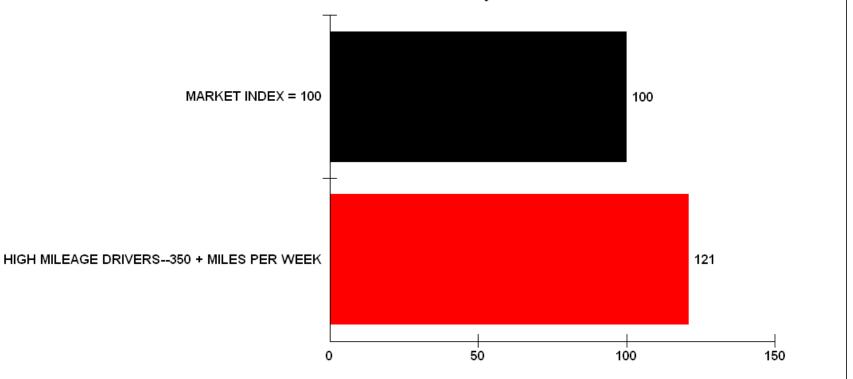
Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA

NEW YORK, NY for JUN-AUG '05/JAN-MAR '06 GENERAL BASE = ADULTS--AGE 21 PLUS

Media: NEW YORK SUN*WEEKDAY

Market: Bases: THE MEDIA AUDIT Most Often Index

NY Sun Readers are High Mileage Drivers...Prime Prospects for Weekend Get-Aways





Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA

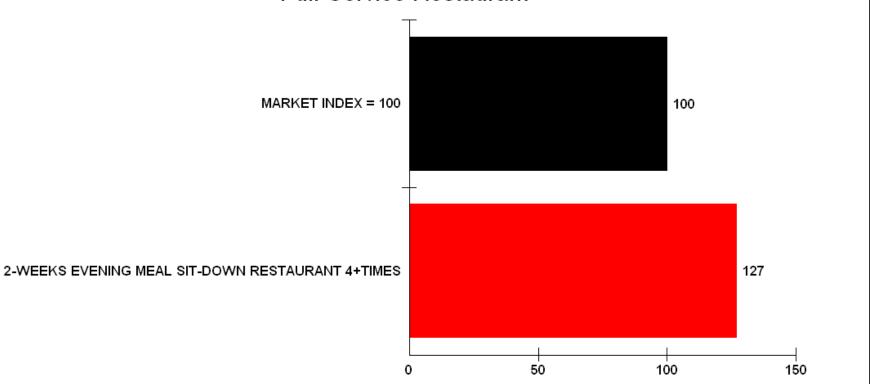
NEW YORK, NY for JUN-AUG '05/JAN-MAR '06

Bases: GENERAL BASE = ADULTS--AGE 21 PLUS

Media: NEW YORK SUN*WEEKDAY

Market:

NY Sun Readers are 27% more likely to frequently Dine at Full-Service Restaurant



THE MEDIA AUDIT

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