

L A Z B O Y • Comfort. It's what we do.™



Over 75,000 Adults Plan a Furniture Purchase in the Next Year

Report: TARGET QUICK PROFILE
 Market: TOLEDO, OH for NOV-DEC 2008
 Bases: ADULTS AGE 18+
 Target: PLAN BUY NEXT 12 MONTHS--NEW FURNITURE
 Base Population: 584,224

THE MEDIA AUDIT

All Groups
 TOTAL

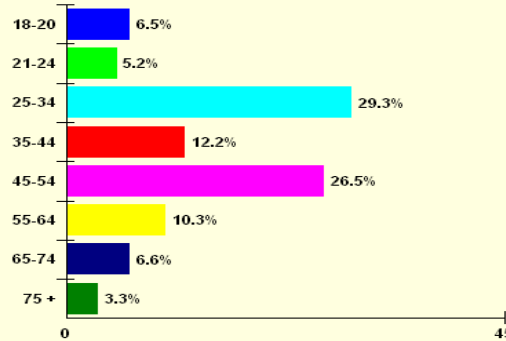
% in Target: 12.9

Target Persons: 75,359

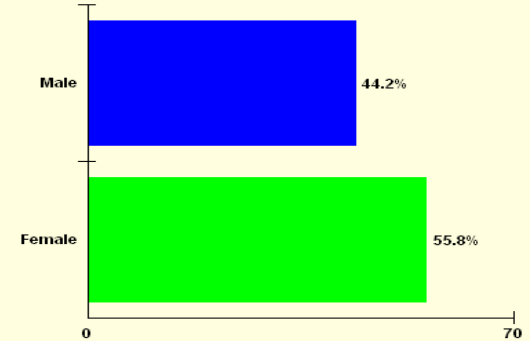
Target Profile

Total Income: \$5,059,904,250
Median Income: \$42,881
Median Age: 42
Home Owners: 67%
Median Home Value: \$162,403
Median Miles Past Week: 100

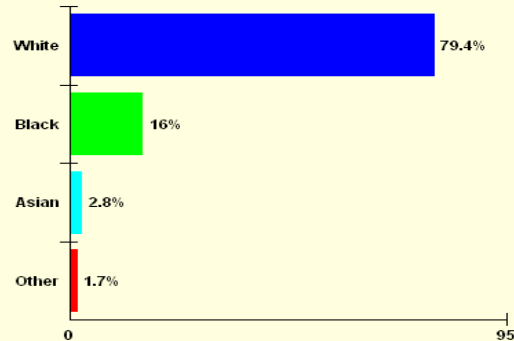
Age Analysis



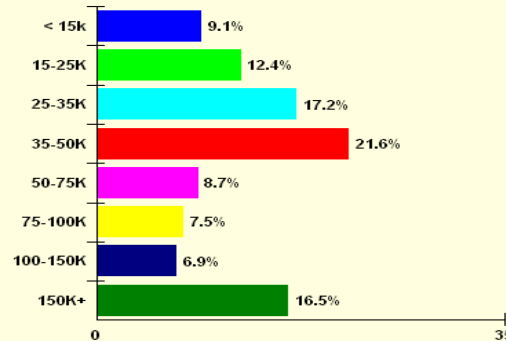
Gender Profile



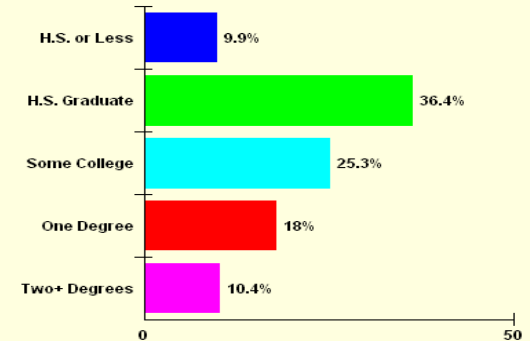
Ethnicity Profile



Annual Income



Education Profile



La-Z-Boy Shoppers are a **Older and More Affluent** than the typical furniture Buyer

Report: TARGET QUICK PROFILE
 Market: TOLEDO, OH for NOV-DEC 2008
 Bases: ADULTS AGE 18+
 Target: SHOP FURNITURE/MATTRESS--LA-Z-BOY FURNITURE GALLERIES
 Base Population: 584,224

THE MEDIA AUDIT

All Groups
 TOTAL

% in Target: 6.2

Target Persons: 36,047

Target Profile

Total Income: \$2,442,443,750

Median Income: \$49,210

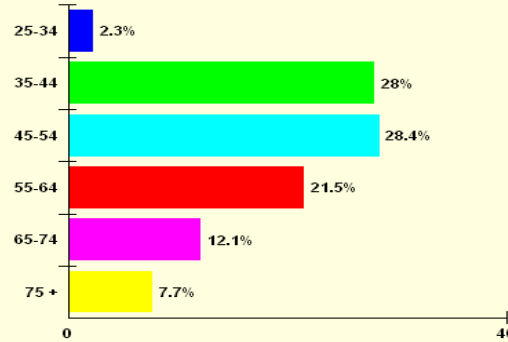
Median Age: 51

Home Owners: 92%

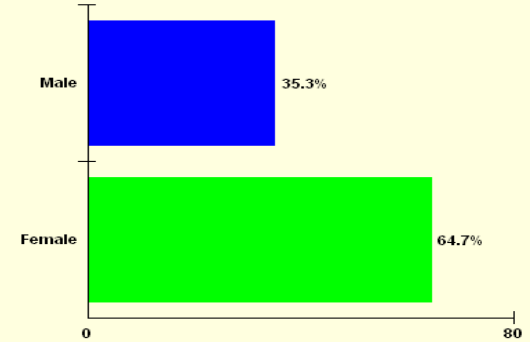
Median Home Value: \$157,797

Median Miles Past Week: 100

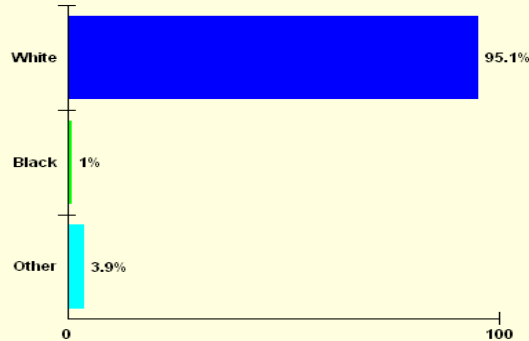
Age Analysis



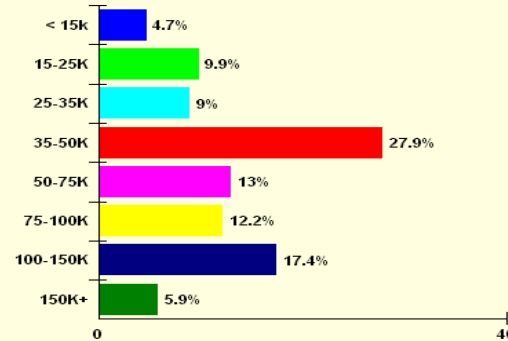
Gender Profile



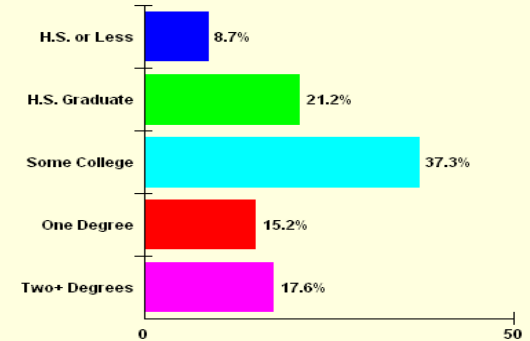
Ethnicity Profile



Annual Income



Education Profile



Value City **Leads** the Competition in Furniture Market Share

THE MEDIA AUDIT
CROSSTAB REPORTS
Cross Target Vertical Percent

REPORT MARKET: TOLEDO, OH
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: NOV-DEC 2008
PRIMARY TARGET: PLAN BUY NEXT 12 MONTHS--NEW FURNITURE

BASE POPULATION: 584,224

% IN TARGET: 12.9%

TARGET PERSONS: 75,359

TARGET	BASE PERSONS	PRIMARY PERSONS	VERTICAL PERCENT	0	8	17	25
SHOP FURNITURE/MATTRESS--VALUE CITY FURNITURE	78,478	18,852	24.8				
SHOP FURNITURE/MATTRESS--BANNER MATTRESS & FURNITURE	68,337	10,141	13.5				
SHOP FURNITURE/MATTRESS--JC PENNEY	38,660	9,213	12.2				
SHOP FURNITURE/MATTRESS--LAZ-BOY FURNITURE GALLERIES	38,047	5,554	7.4				
SHOP FURNITURE/MATTRESS--ELDER-BEERMAN	33,088	3,715	4.9				

Key Lifestyle Segments for Furniture Buyers

Target	Shopped La-Z-Boy			Plan a Furniture Purchase		
	Adults	% Composition	Target Index	Adults	% Composition	Target Index
MTV GENERATION--AGE 18-44/VIEW MTV AND/OR VH-1	4,302	11.9	77	14,784	19.6	127
YUPIES--AGE 21-34/COLLEGE GRAD/TECH-PROF-MGR JOB	*	*	*	974	1.3	59
MATURING YUPPIE--25-44/C. GRAD/TECH-PROF-MGR/KIDS	3,220	8.9	189	3,959	5.3	111
AFFLUENT EMPTY NESTER--\$50K+/NO KIDS HOME/AGE 45+	7,899	21.9	195	6,678	8.9	79
AFFLUENT FULL NESTERS--\$75K +/KIDS AT HOME	6,829	18.9	173	16,162	21.4	196
GRAYING AFFLUENTS--AGE 50+/FAMILY INCOME \$50,000+	7,271	20.2	153	11,622	15.4	117
AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+	6,730	18.7	274	6,571	8.7	128
AFFLUENT BLUE COLLAR WORKER--FAMILY INCOME \$75000+	1,220	3.4	60	2,431	3.2	57
AFFLUENT WHITE COLLAR WORKER--FAMILY INCOME \$100K+	6,626	18.4	284	12,955	17.2	266
YOUNG WITH MONEY--AGE 18-34/\$100,000+ INCOME	*	*	*	2,295	3	91

La-Z-Boy Buyers' key lifestyle segments mirror the key segments of those planning to buy furniture, with the exception of "MTV Generation" or younger adults...

- "MTV Generation" makes up 15% of Value City Buyers
- and 23% of Banner Mattress & Furniture Shoppers

Source: The Media Audit, Toledo Nov-Dec 2008

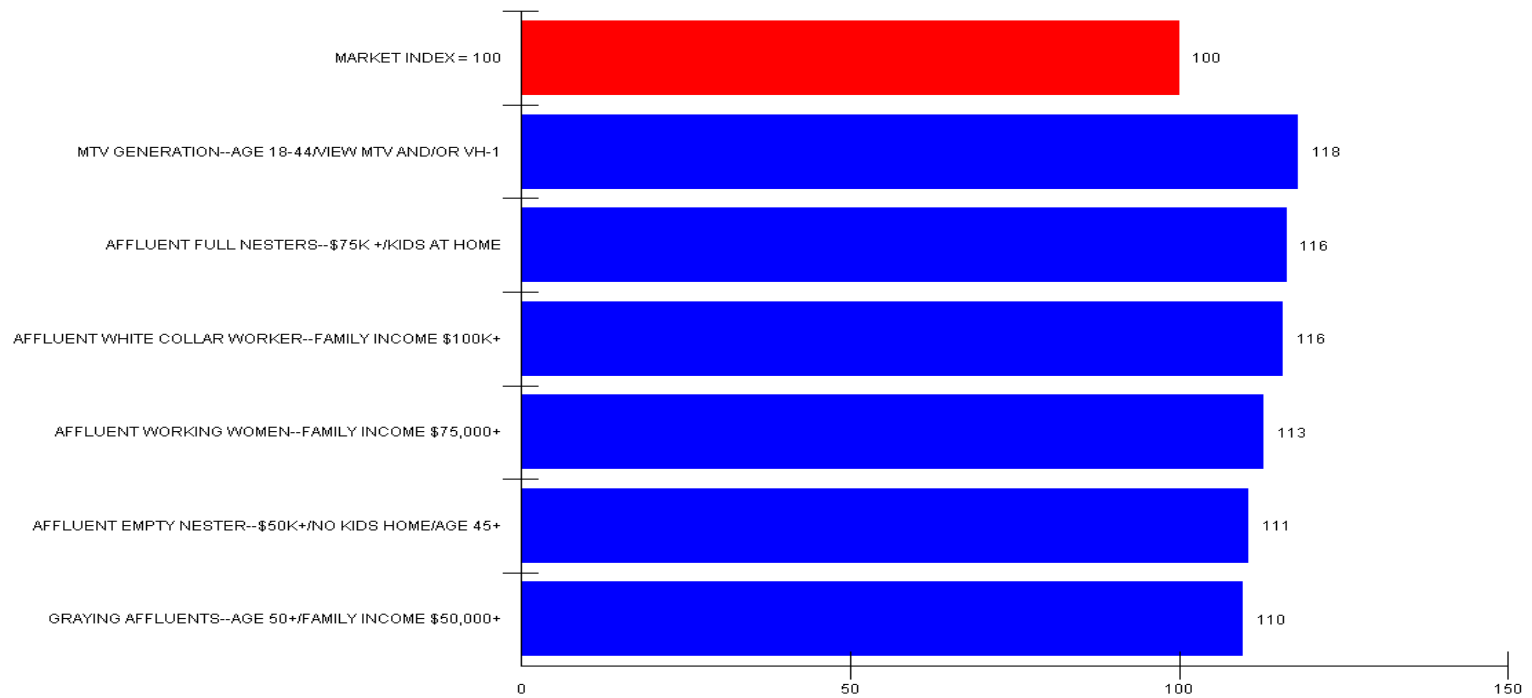
The Blade can Reach the Right Furniture Buyers

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: TOLEDO, OH for NOV-DEC 2008
 Bases: ADULTS AGE 18+
 Media: TB.COM/THE BLADE'SUN

THE MEDIA AUDIT

Cume Index

The Blade Effectively Targets the Furniture Buying Lifestyle Segments



MARKET PROFILE IS BASED ON 805 RESPONDENTS. AUDIENCE PROFILE IS BASED ON 569 RESPONDENTS

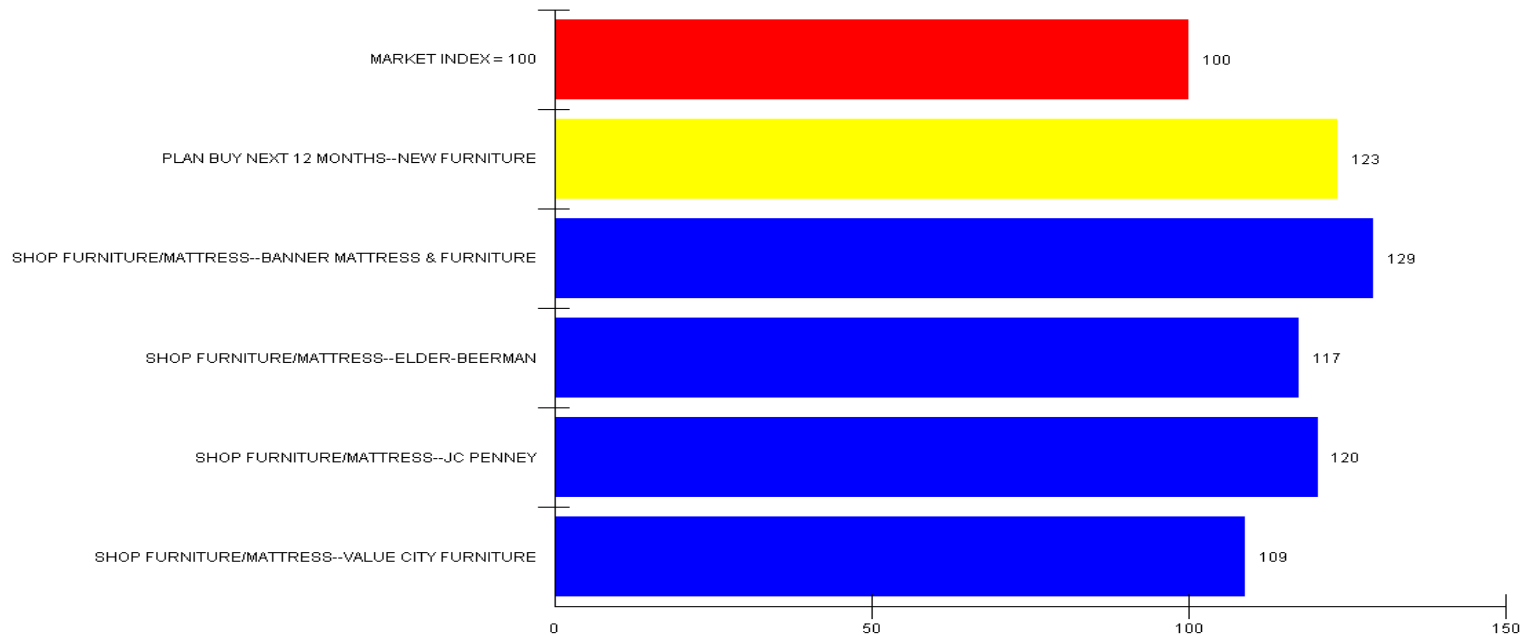
The Blade Can Help Convert Shoppers to La-Z-Boy

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: TOLEDO, OH for NOV-DEC 2008
 Bases: ADULTS AGE 18+
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THE MEDIA AUDIT

Cume Index

The Blade Effectively Reaches Furniture Buyers Overall...



and those Shopping the Competition

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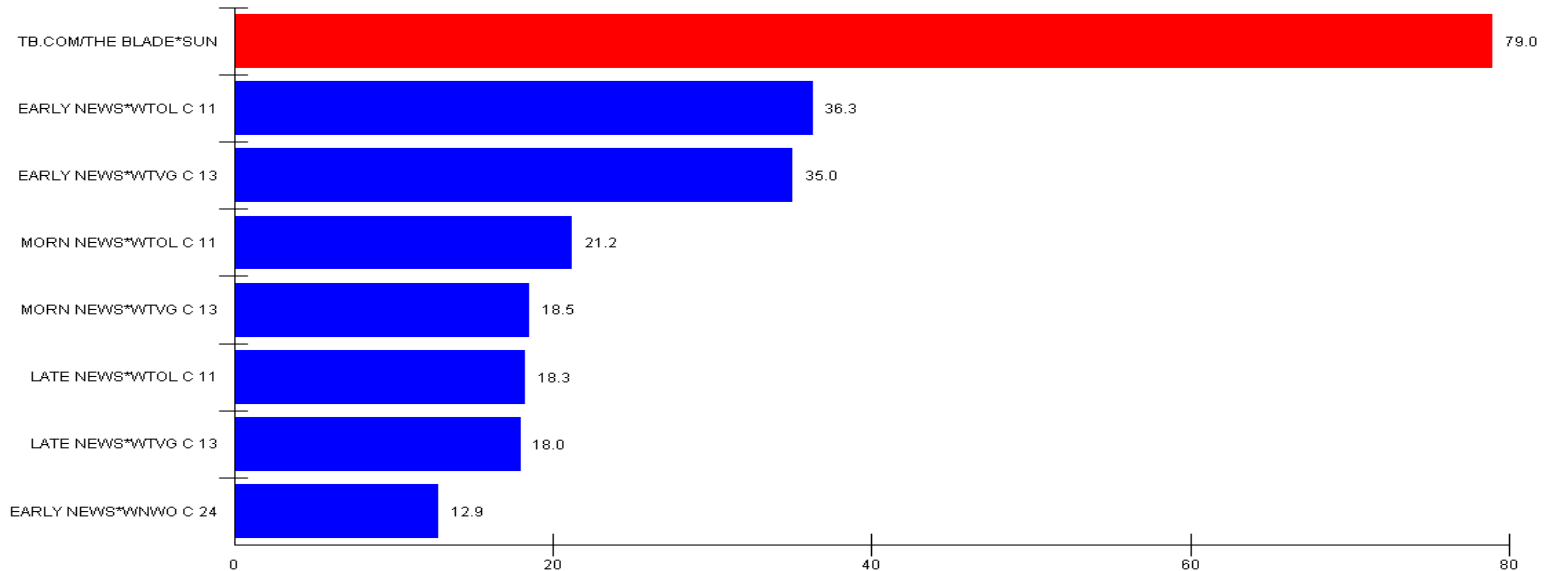
The Blade Leads the Top Newscasts... Reaching Nearly 80% of Furniture Buyers

Report: COMPOSITE AVERAGE REPORTS
 Market: TOLEDO, OH for NOV-DEC 2008
 Bases: ADULTS AGE 18+
 Target 1: MARKET VALUE OF HOME--\$300,000 PLUS
 Target 2: HOME OWNER--INCOME--\$100,000 OR MORE
 Target 3: PLAN BUY NEXT 12 MONTHS--NEW FURNITURE
 Target 4: SHOP FURNITUREMATTRESS--BANNER MATTRESS & FURNITURE
 Target 5: SHOP FURNITUREMATTRESS--LA-Z-BOY FURNITURE GALLERIES

THE MEDIA AUDIT

Cume Ratings

The Blade Reaches the Most Affluent Adults Panning a Furniture Purchase...



and those that currently shop La-Z-Boy Furniture Galleries

The Blade Readers Spend 41% MORE on Living Room Chairs

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
 Market: TOLEDO, OH for NOV-DEC 2008
 Bases: ADULTS AGE 18+
 Target: LIVING ROOM CHAIRS
 Base Population: 464,244

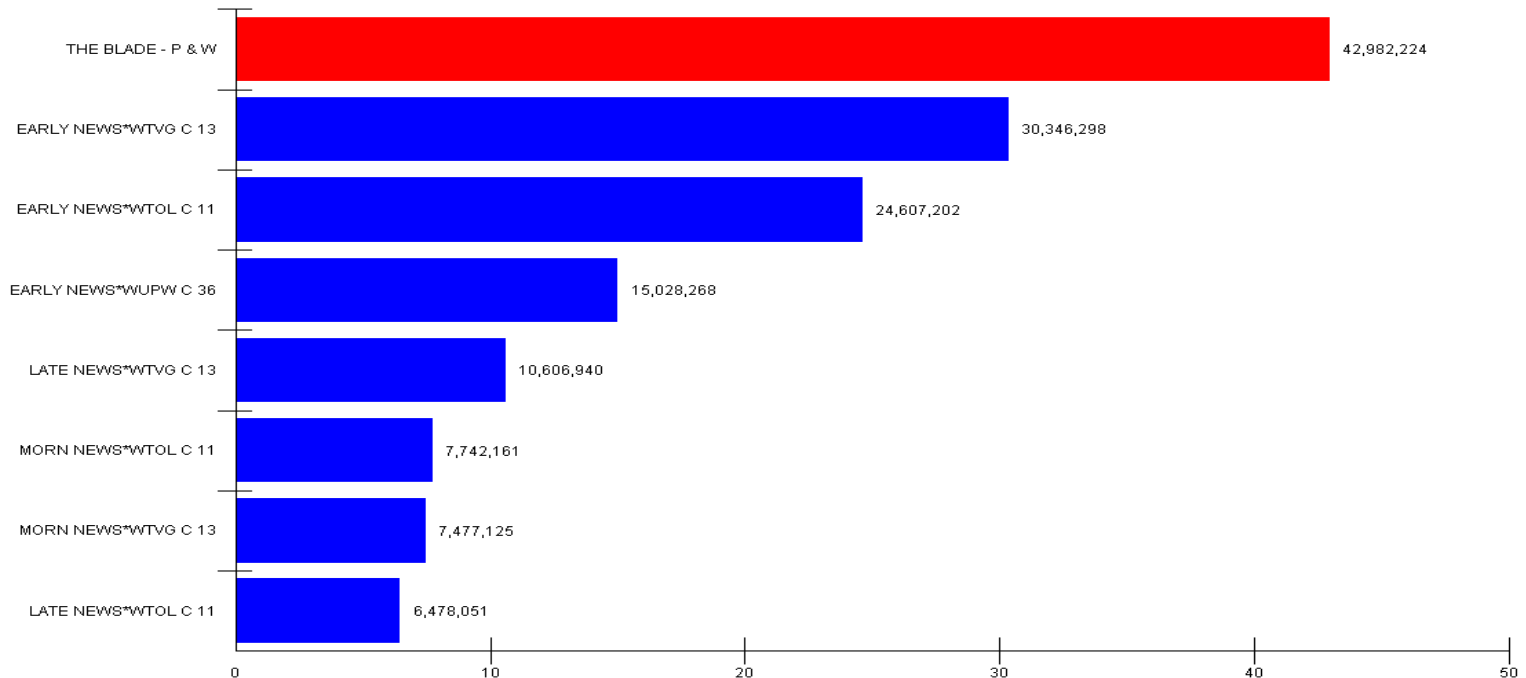
THE MEDIA AUDIT

Total Expenditures -- Cume Rating \$'s

% In Target: 6.1%

Target Persons: 28,431

Total Expenditures -- Cume Rating \$'s



BASED ON 79 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 1,405 BASE # OF RESPONDENTS

The Blade – P & W: The Blade Sunday & TheBlade.com



The Blade Readers Spend 90% MORE on Sofas

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
 Market: TOLEDO, OH for NOV-DEC 2008
 Bases: ADULTS AGE 18+
 Target: SOFAS
 Base Population: 464,244

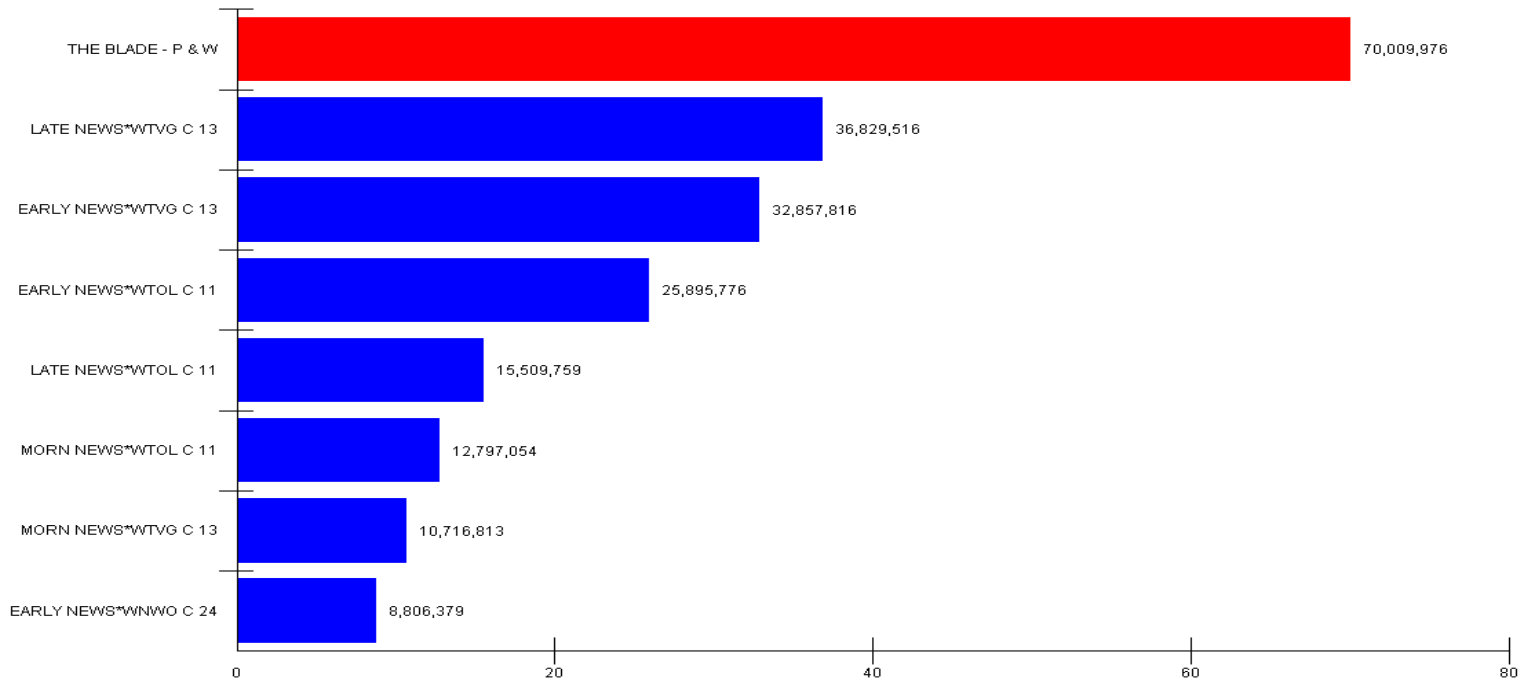
THE MEDIA AUDIT

Total Expenditures -- Cume Rating \$'s

% In Target: 4.8%

Target Persons: 22,226

Total Expenditures -- Cume Rating \$'s



BASED ON 61 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 1,405 BASE # OF RESPONDENTS

The Blade – P & W: The Blade Sunday & TheBlade.com



The Blade Readers Spend 99% MORE on Bedroom Furniture

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
 Market: TOLEDO, OH for NOV-DEC 2008
 Bases: ADULTS AGE 18+
 Target: OTHER BEDROOM FURNITURE
 Base Population: 464,244

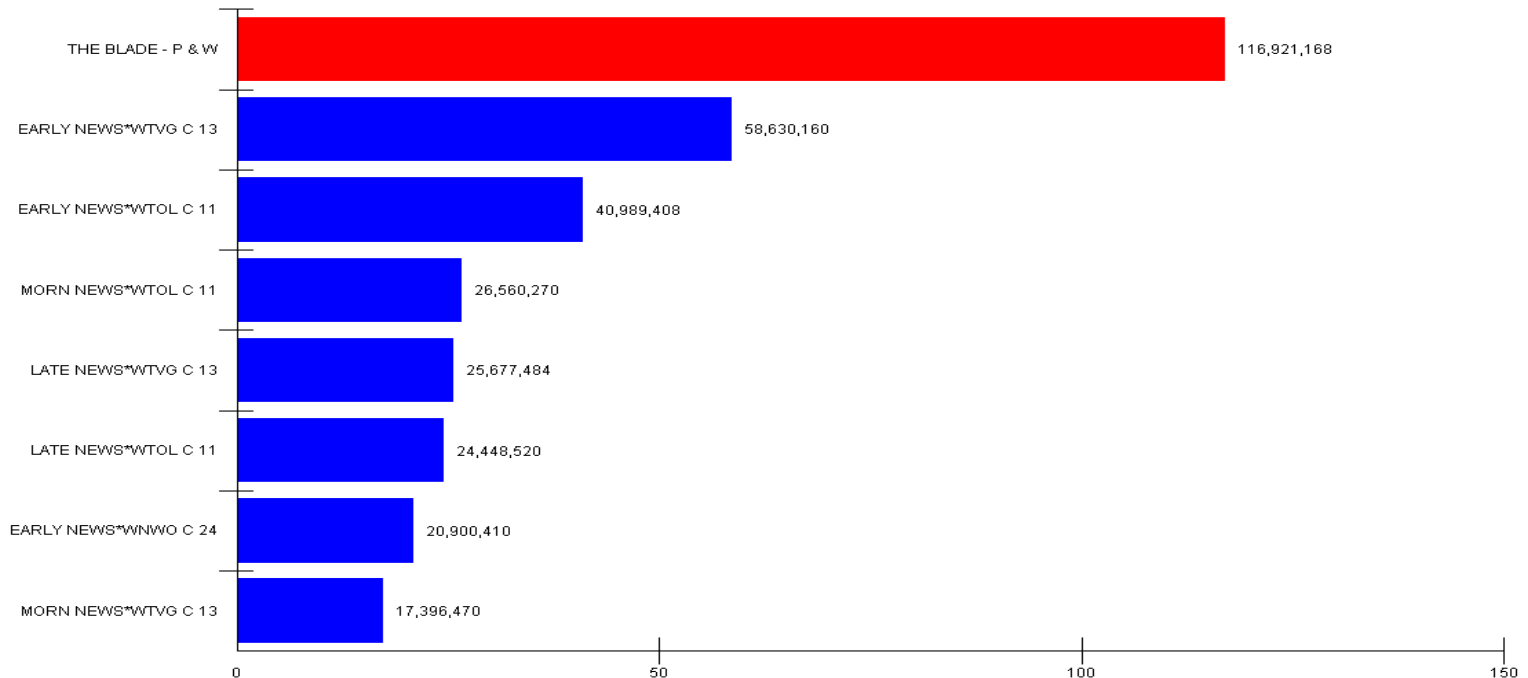
THE MEDIA AUDIT

Total Expenditures -- Cume Rating \$'s

% In Target: 4.8%

Target Persons: 22,488

Total Expenditures -- Cume Rating \$'s



BASED ON 70 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 1,405 BASE # OF RESPONDENTS

The Blade – P & W: The Blade Sunday & TheBlade.com