

DELIVERING



BEST CUSTOMER PROSPECTS

March 14, 2007

Report: TARGET PROFILE REPORT  
 Market: NEW YORK, NY for AUG-OCT 2006  
 Bases: ADULTS AGE 18+  
 Target: MALLS SHOPPED OFTEN--KINGS PLAZA SHOPPING CENTER

THE MEDIA AUDIT

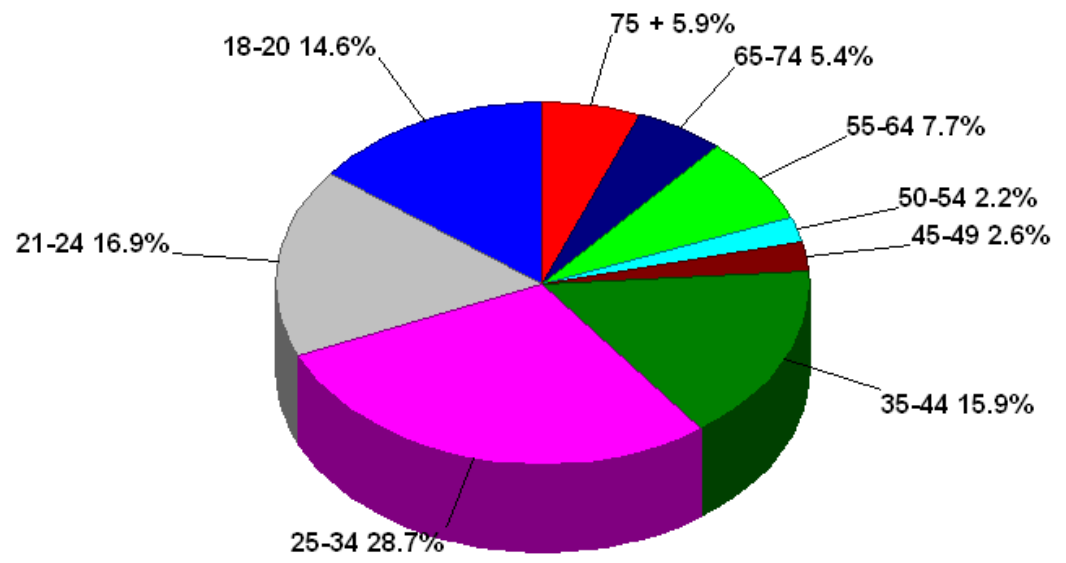
Age Analysis

Base Population: 14,293,700

% In Target: 5.1%

Target Persons: 726,500

**KINGS PLAZA CUSTOMER AGE ANALYSIS**



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THE MEDIA AUDIT

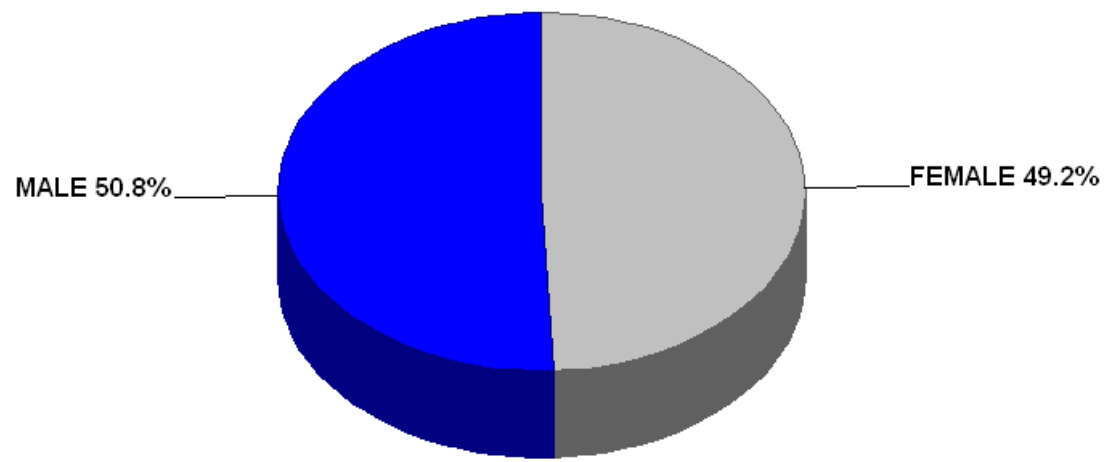
Gender Profile

Base Population: 14,293,700

% In Target: 5.1%

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### KINGS PLAZA CUSTOMER GENDER PROFILE



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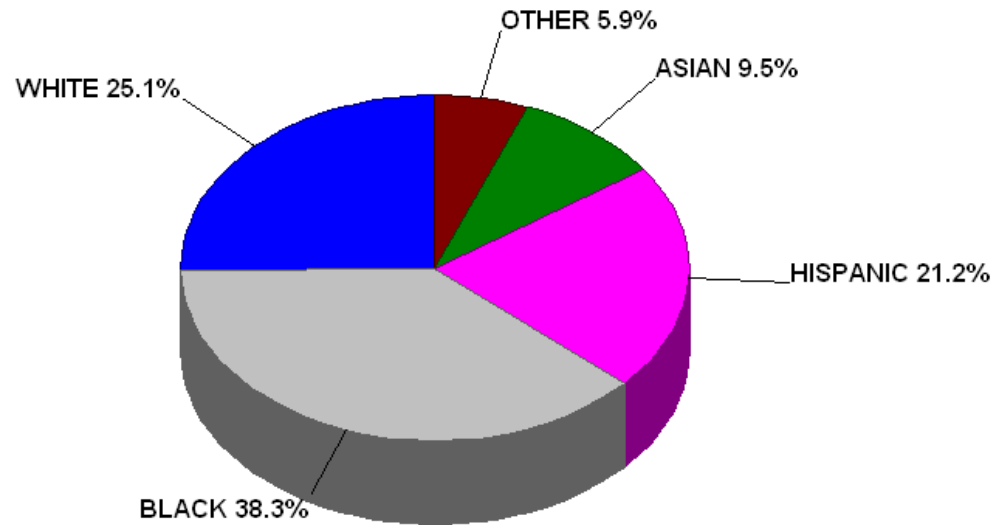
Ethnicity Profile

Base Population: 14,293,700

% In Target: 5.1%

Target Persons: 726,500

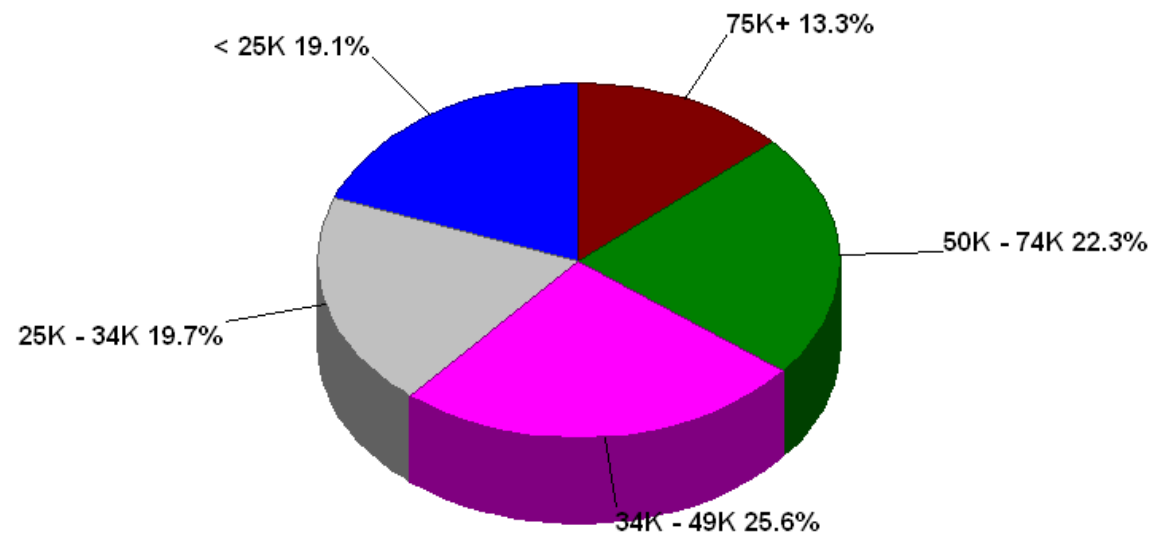
### KINGS PLAZA CUSTOMER ETHNICITY PROFILE



Report: TARGET PROFILE REPORT THE MEDIA AUDIT Annual Income  
Market: NEW YORK, NY for AUG-OCT 2006  
Bases: ADULTS AGE 18+  
Target: MALLS SHOPPED OFTEN--KINGS PLAZA SHOPPING CENTER

Base Population: 14,293,700 % In Target: 5.1% Target Persons: 726,500

KINGS PLAZA CUSTOMER ANNUAL INCOME PROFILE



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THE MEDIA AUDIT

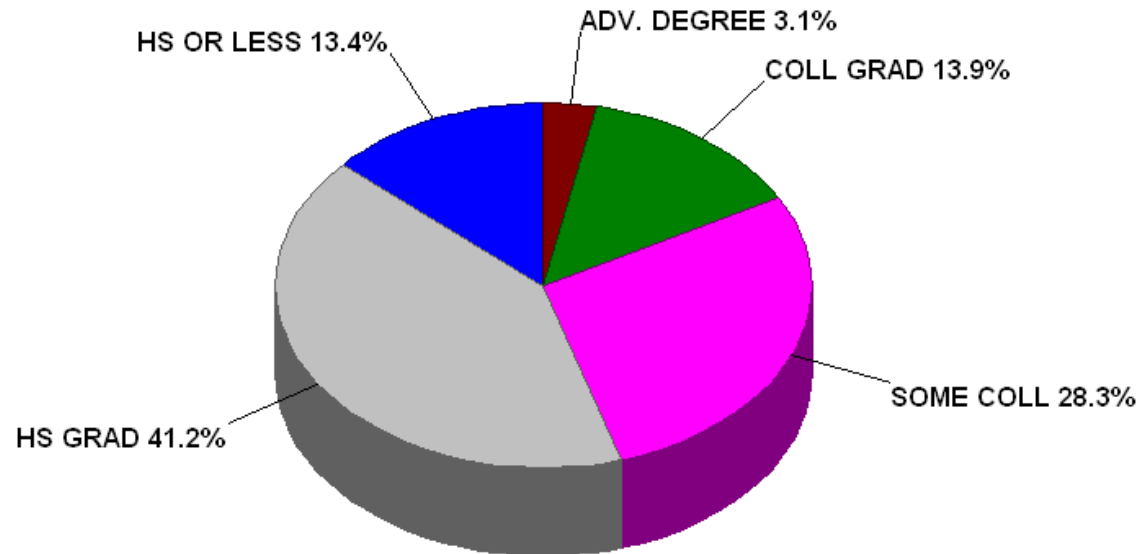
Education Profile

Base Population: 14,293,700

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### KINGS PLAZA CUSTOMER EDUCATION PROFILE



# PROFILE COMPARISON











































**THE MEDIA AUDIT**  
TARGET VS. MEDIA PROFILE REPORT  
ADULTS AGE 18+

Report Market: NEW YORK, NY  
Report Period: AUG-OCT 2006  
MEDIA: CARIBBEAN LIFE  
TARGET: MALLS SHOPPED OFTEN-KINGS PLAZA SHOPPING CENTER

CUME

TARGET PERSONS: 726,500

MEDIA PERSONS: 859,200

MARKET PROFILE GROUPS	TARGET PERCENT		60	MEDIA PERCENT		60
<b>GENDERS</b>						
MALE	50.8			47.0		
FEMALE	49.2			53.0		
<b>AGES</b>						
18-20	14.6			15.7		
21-24	16.9			8.2		
25-34	28.7			13.7		
35-44	15.9			25.8		
45-49	2.6			8.5		
50-54	2.2			10.3		
55-64	7.7			10.4		
65-74	5.4			5.4		
75 +	5.9			1.9		
<b>ETHNICITY</b>						
WHITE	25.1			5.2		
BLACK	38.3			58.0		
HISPANIC	21.2			24.7		
ASIAN	9.5			7.8		
<b>INCOME</b>						
< 25K	19.1			9.3		
25K - 34K	19.7			20.3		
34K - 49K	25.6			27.5		
50K - 74K	22.3			18.4		
75K+	13.3			24.6		

## Caribbean Life Super-Serves Kings Plaza's Prime Demo Adults 18-49

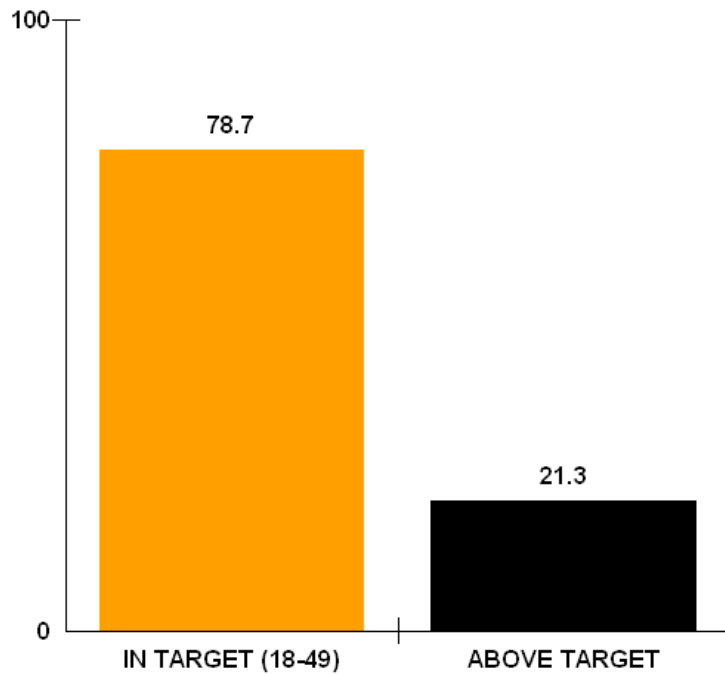
Report: AGE DEMO ANALYSIS  
Market: NEW YORK, NY for AUG-OCT 2006  
Bases: ADULTS AGE 18+  
Media: CARIBBEAN LIFE  
Target: MALLS SHOPPED OFTEN--KINGS PLAZA SHOPPING CENTER  
Total Market Persons: 14,293,700  
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THE MEDIA AUDIT

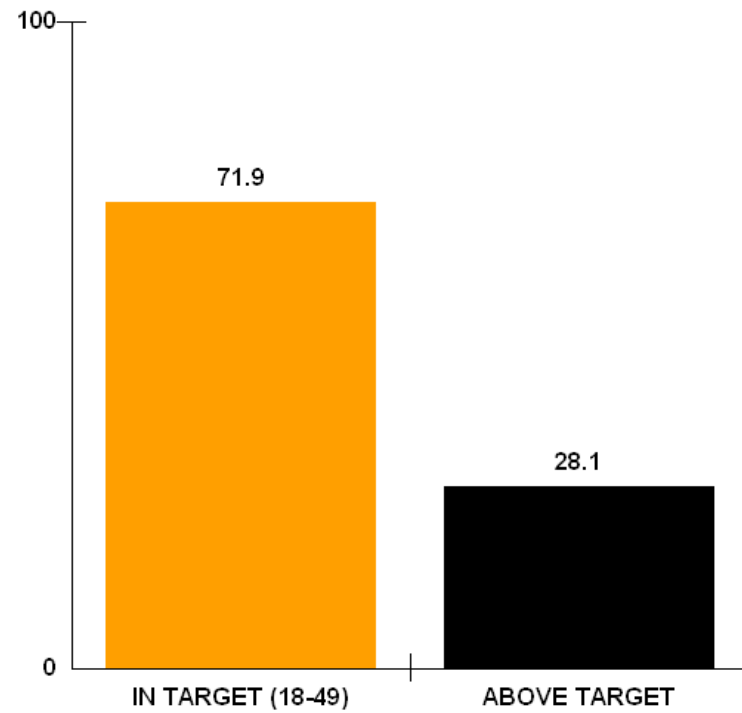
Media Percent: 6.0%  
Target Percent: 5.1%

Media Persons: 859,200  
Target Persons: 726,500

**MALLS SHOPPED OFTEN--KINGS PLAZA SHOPPING CENTER**



**CARIBBEAN LIFE**



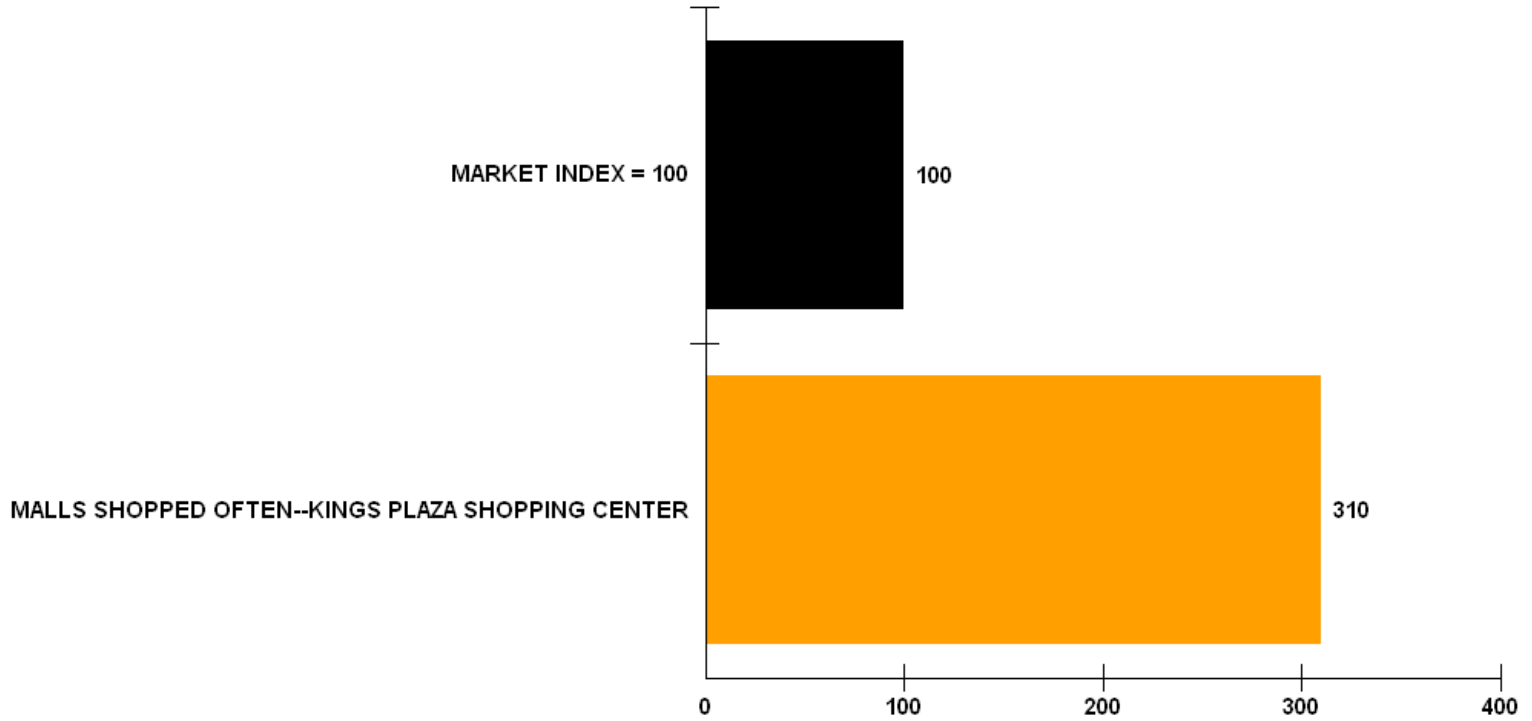


## Caribbean Life is Highly Targeted and Efficient in Delivering Kings Plaza Shoppers

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
 Market: NEW YORK, NY for AUG-OCT 2006  
 Bases: ADULTS AGE 18+  
 Media: CARIBBEAN LIFE

THE MEDIA AUDIT Cume Index

**Caribbean Life Readers are 210% More Likely than Market Avg. to Shop Kings Plaza**



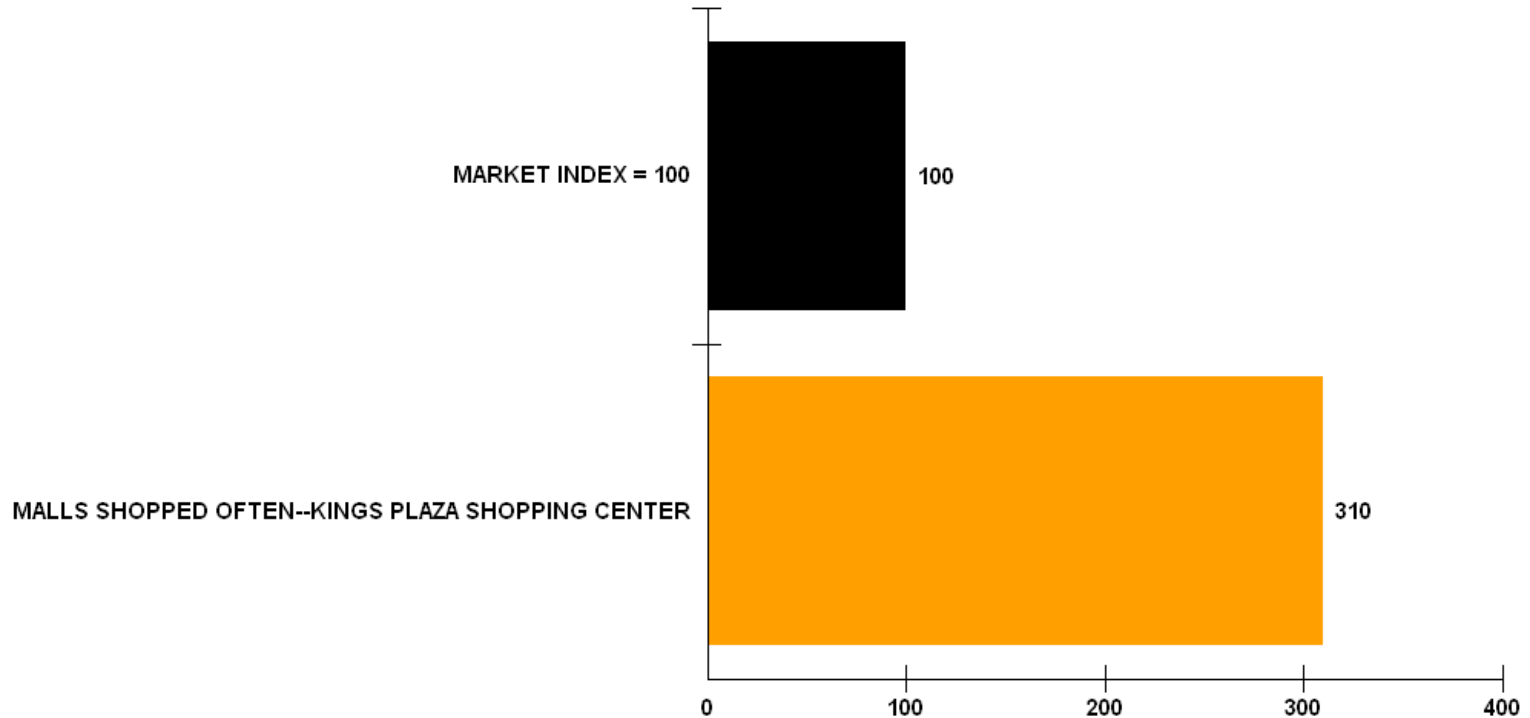
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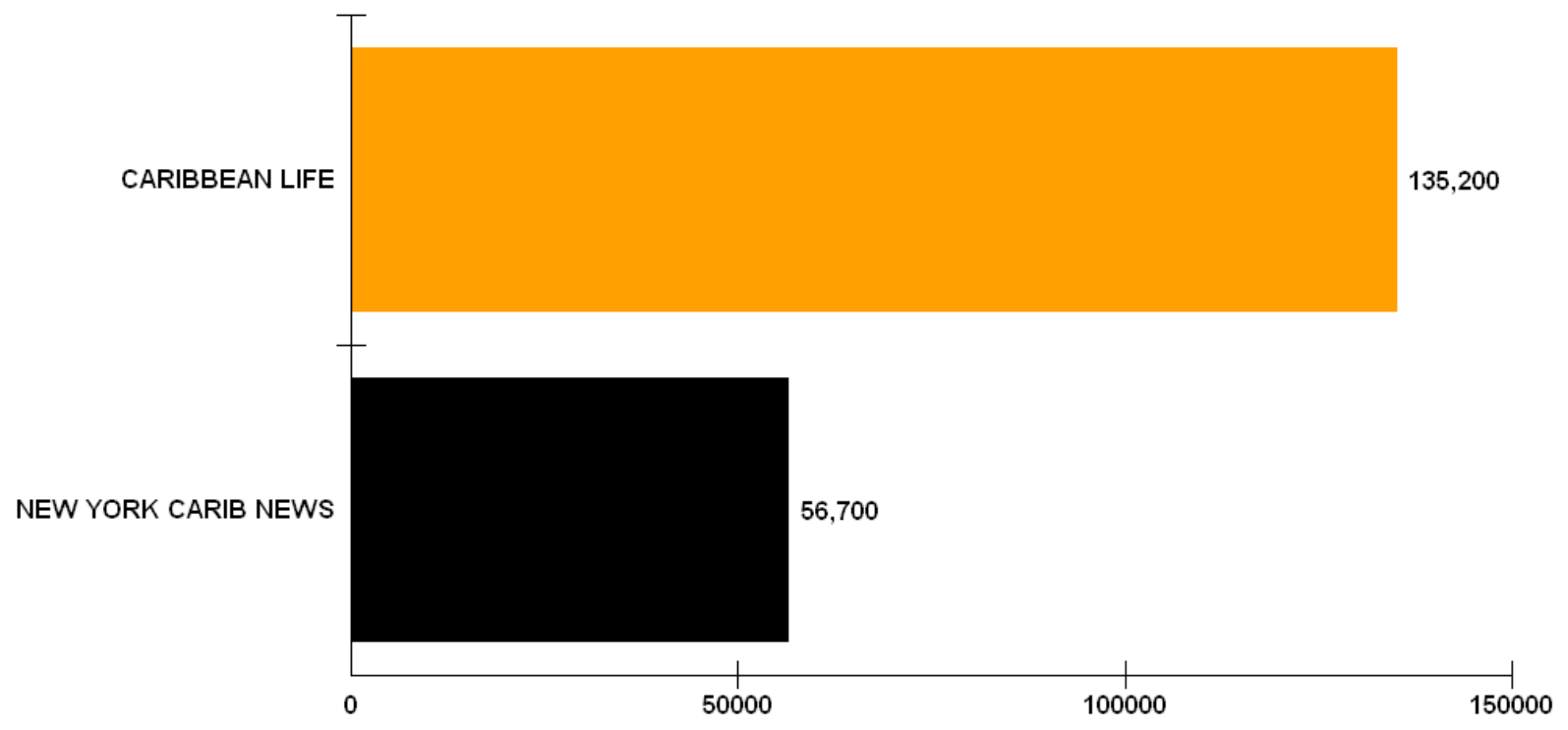
Cume Index

**Caribbean Life Readers are 210% More Likely than Market Avg. to Shop Kings Plaza**



Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings  
Market: NEW YORK, NY for AUG-OCT 2006  
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Base Population: 14,293,700 % In Target: 5.1% Target Persons: 726,500

**Caribbean Life Reaches MORE Kings Plaza Shoppers than NY Carib News**



## Caribbean Life Reaches MORE KINGS PLAZA SHOPPERS than all but one Section of the Daily News.

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THE MEDIA AUDIT

Cume Ratings

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### KINGS PLAZA SHOPPERS

