

I · P · G Independence
Planning
Group



Reaching Philadelphia's Best
Financial Planning Prospects

March 6, 2009

MARRIED ADULTS 35+ WITH \$100,000+ INCOME

Report: RANKER REPORT
Market: PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008
Bases: ADULTS--AGE 35 PLUS *AND* MARITAL STATUS--MARRIED
Target: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS

THE MEDIA AUDIT

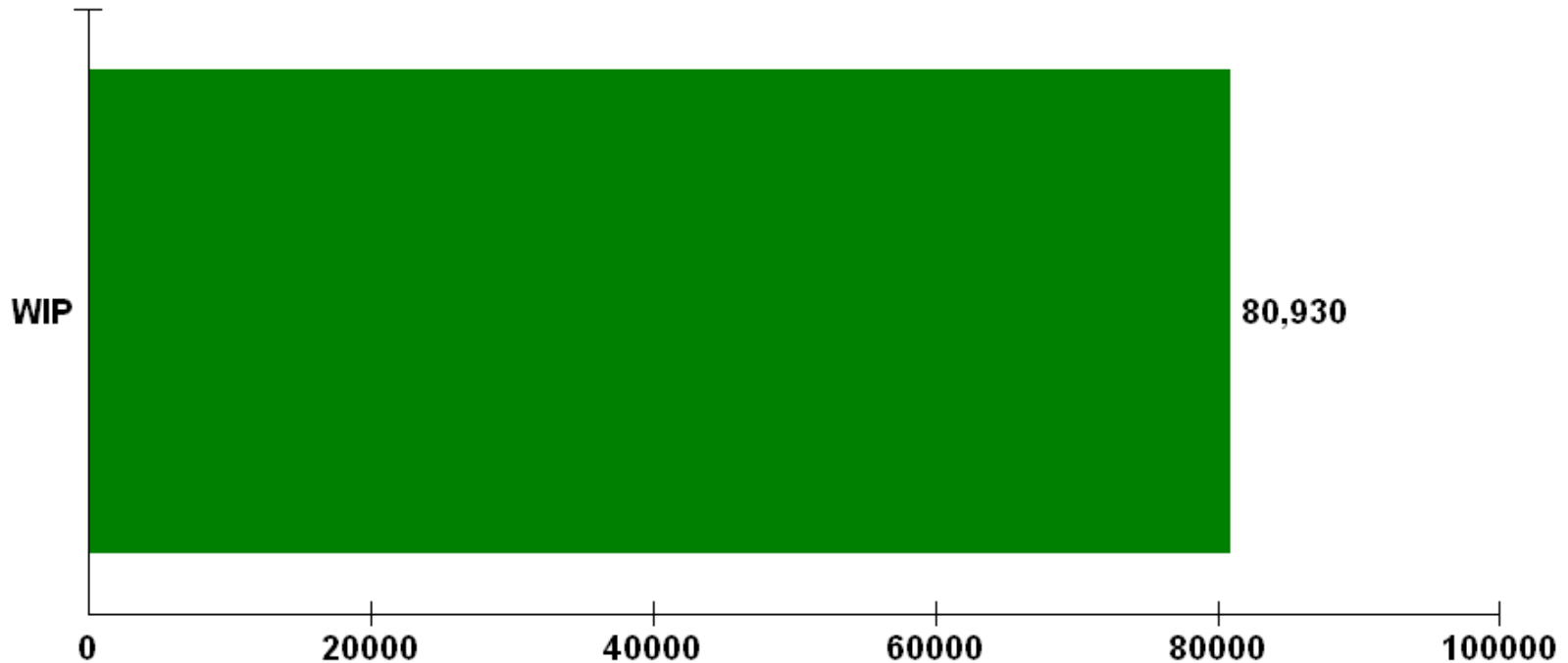
Cume Ratings

Base Population: 1,812,243

% In Target: 27.9%

Target Persons: 506,217

WIP REACHES NEARLY 81,000 MARRIED ADULTS 35+ WITH \$100,000+ INCOME



MARRIED ADULTS 35+ WITH \$100,000+ INCOME

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 Target: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS
 Base Population: 1,812,243

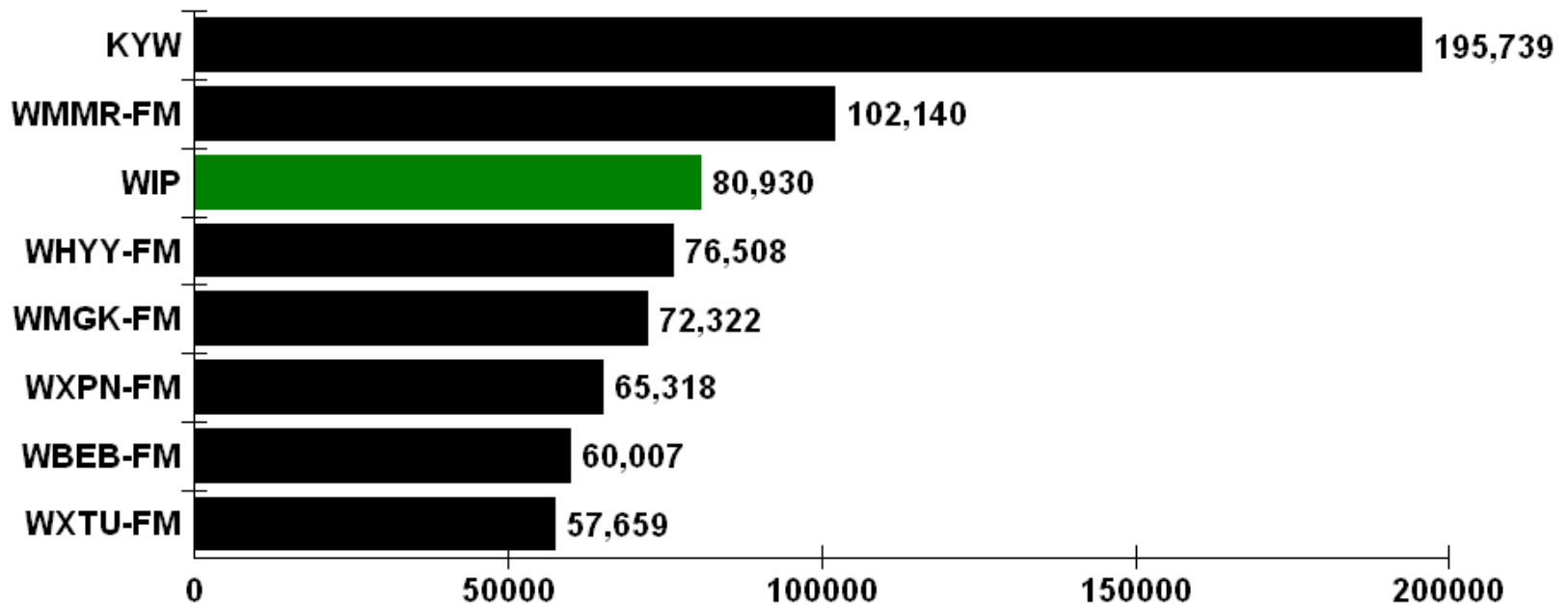
THE MEDIA AUDIT

Cume Ratings

% In Target: 27.9%

Target Persons: 506,217

WIP IS A LEADER IN REACHING LARGE NUMBERS OF MARRIED ADULTS 35+, \$100K+ INCOME



MARRIED ADULTS 35+ WITH \$100,000+ INCOME

Report:	COMPOSITE AVERAGE REPORTS	THE MEDIA AUDIT	Cume Index
Market:	PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008		
Bases:	ADULTS AGE 18+		
Target 1:	ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS		
Target 2:	ADULTS--AGE 35 PLUS		
Target 3:	MARITAL STATUS--MARRIED		

WIP LISTENERS ARE 39% MORE LIKELY THAN MARKET AVERAGE



MARRIED ADULTS 45+ WITH \$100,000+ INCOME

Report: RANKER REPORT
Market: PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008
Bases: ADULTS--AGE 45 PLUS *AND* MARITAL STATUS--MARRIED
Target: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS

THE MEDIA AUDIT

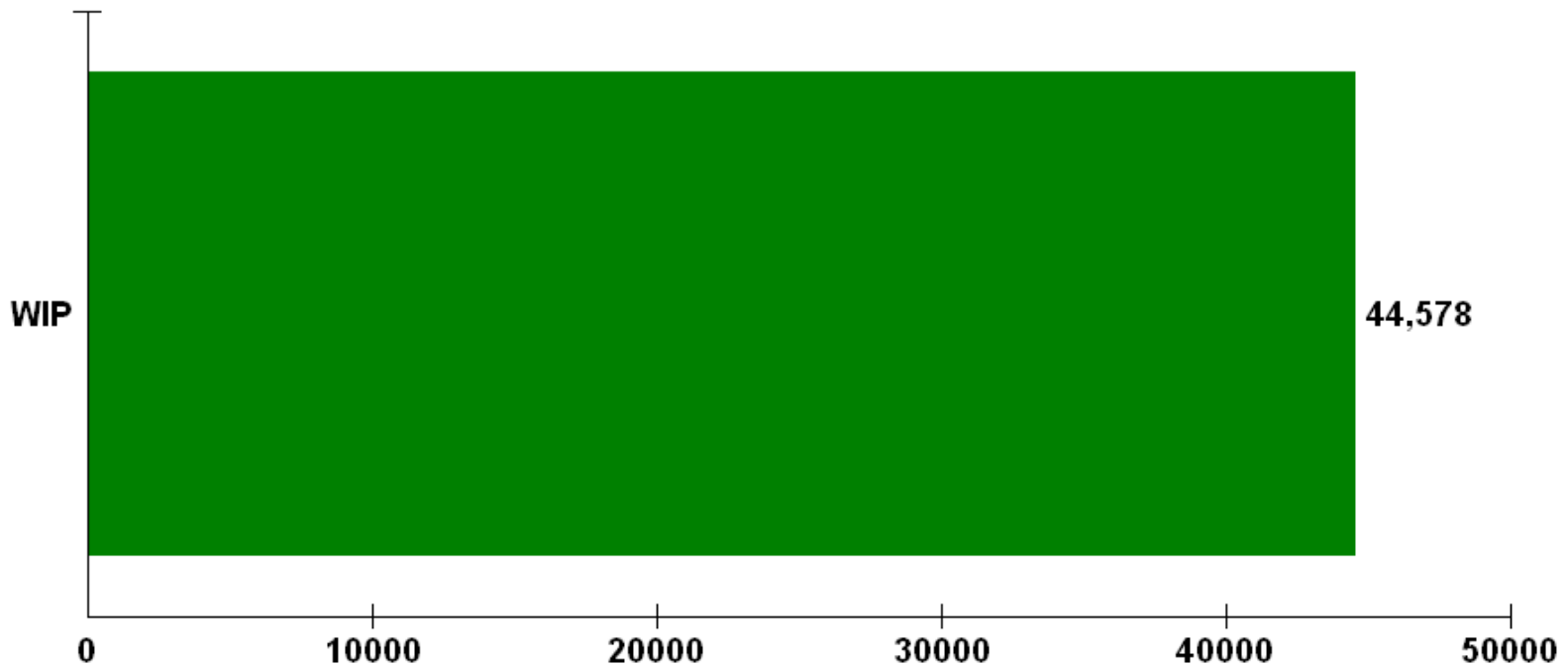
Cume Ratings

Base Population: 1,280,044

% In Target: 22.7%

Target Persons: 290,146

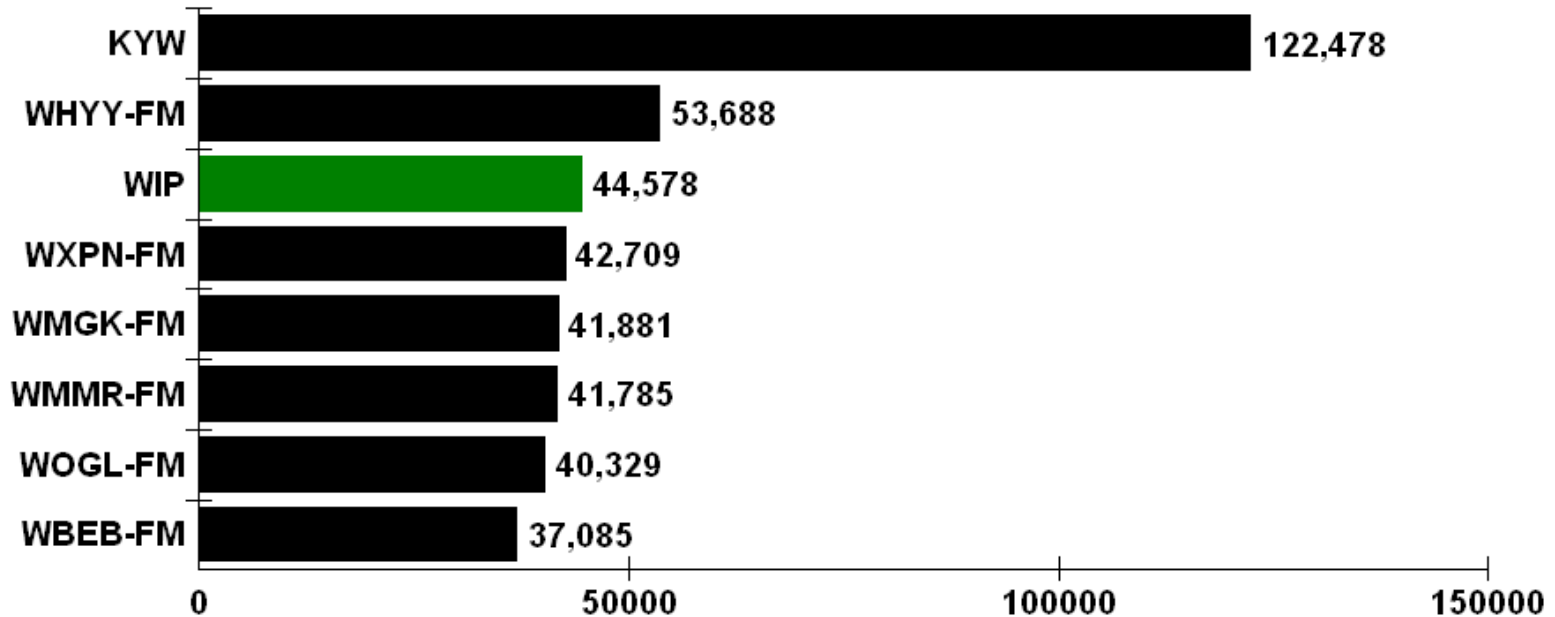
WIP REACHES 44,578 MARRIED ADULTS AGE 45+ WITH \$100,000+ INCOME



MARRIED ADULTS 45+ WITH \$100,000+ INCOME

Report:	RANKER REPORT	THE MEDIA AUDIT	Cume Ratings
Market:	PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008		
Bases:	ADULTS--AGE 45 PLUS *AND* MARITAL STATUS--MARRIED		
Target:	ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS		
Base Population:	1,280,044	% In Target: 22.7%	Target Persons: 290,146

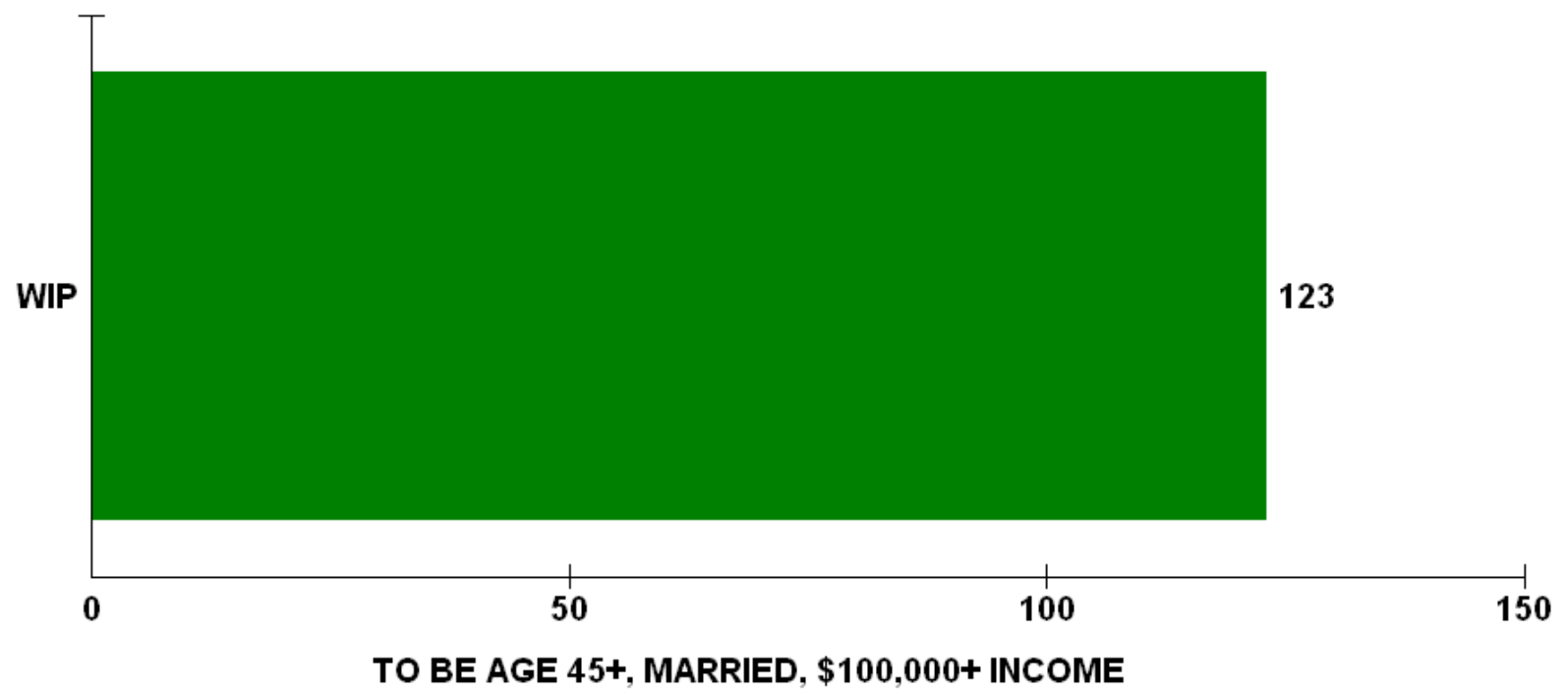
WIP IS A LEADER IN REACHING LARGE NUMBERS OF MARRIED ADULTS 45+, \$100K+ INCOME



MARRIED ADULTS 45+ WITH \$100,000+ INCOME

Report:	RANKER REPORT	THE MEDIA AUDIT	Cume Index
Market:	PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008		
Bases:	ADULTS--AGE 45 PLUS *AND* MARITAL STATUS--MARRIED		
Target:	ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS		
Base Population:	1,280,044	% In Target: 22.7%	Target Persons: 290,146

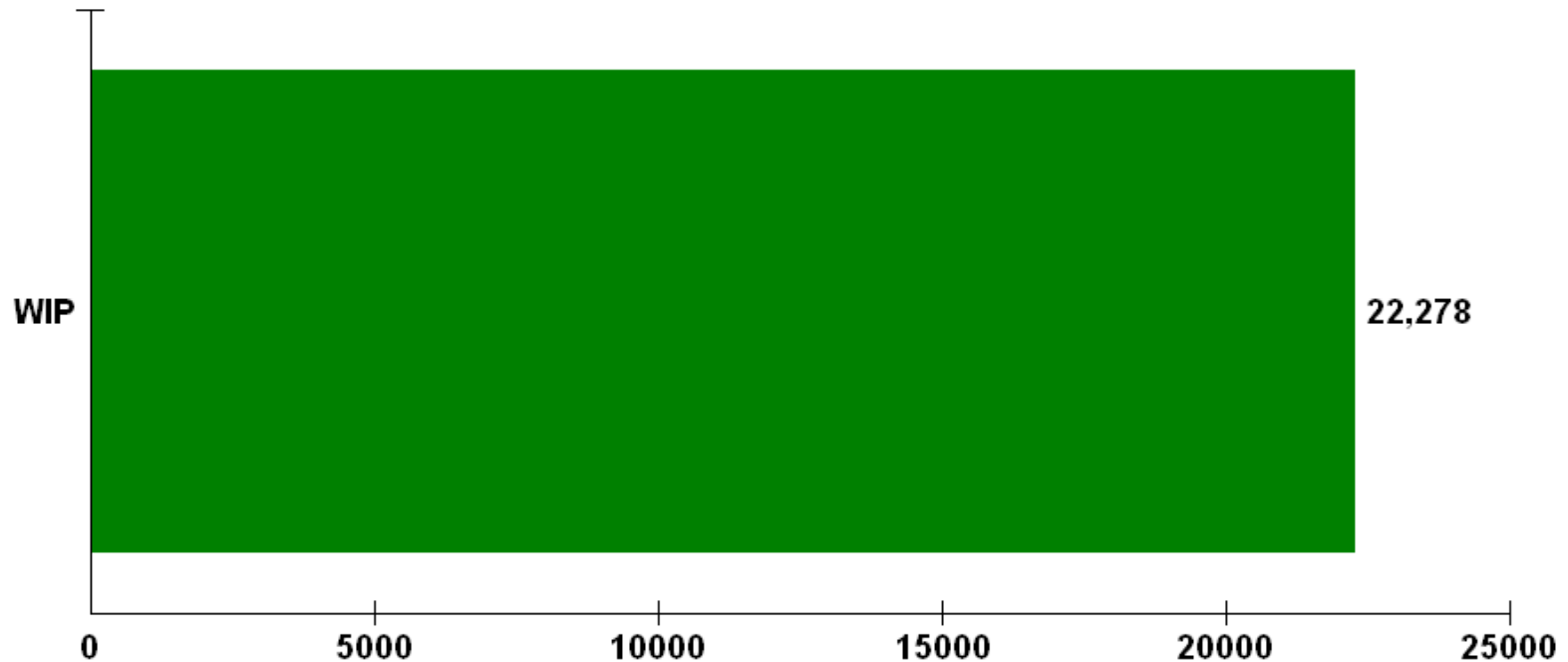
WIP LISTENERS ARE 23% MORE LIKELY THAN MARKET AVERAGE



MARRIED ADULTS 45+ WITH \$150,000+ INCOME

Report:	RANKER REPORT	THE MEDIA AUDIT	Cume Ratings
Market:	PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008		
Bases:	ADULTS--AGE 45 PLUS *AND* MARITAL STATUS--MARRIED		
Target:	ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE		
Base Population:	1,280,044	% In Target: 9.7%	Target Persons: 123,638

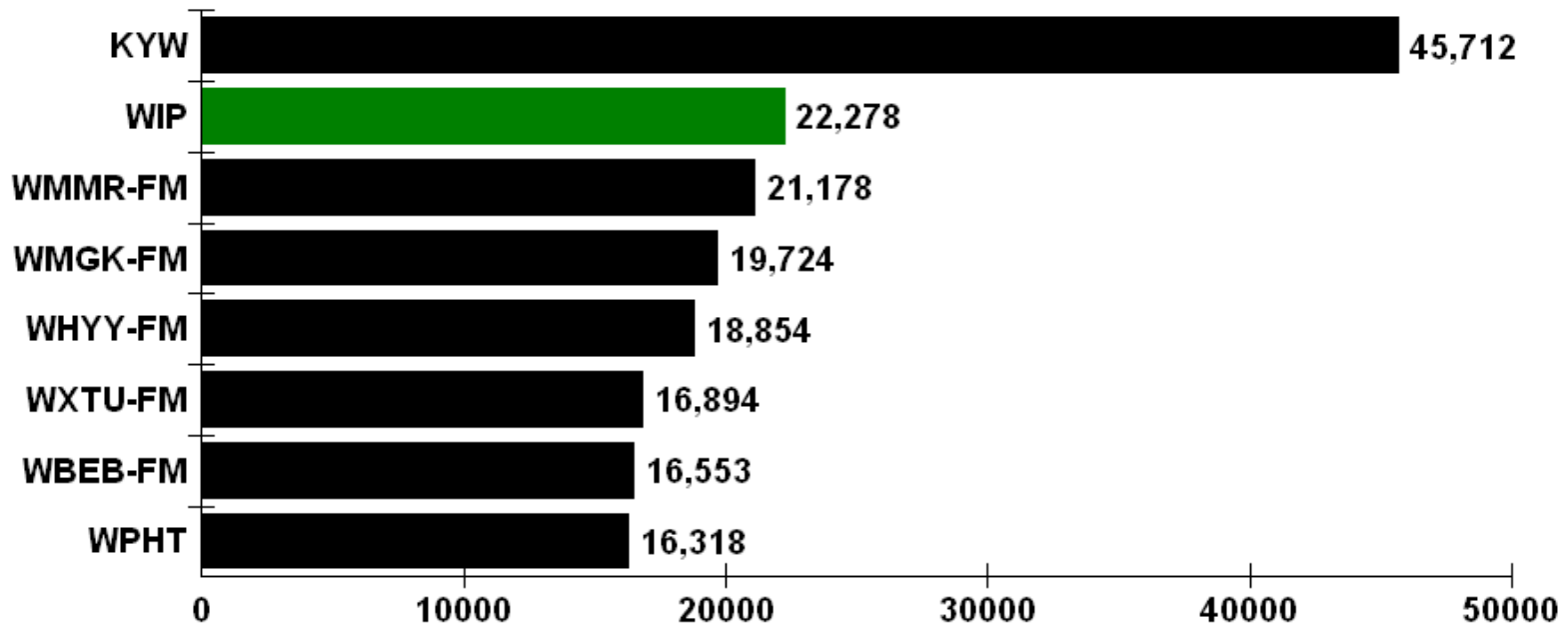
WIP REACHES 22,278 MARRIED ADULTS 45+ WITH \$150,000+ INCOME



MARRIED ADULTS 45+ WITH \$150,000+ INCOME

Report:	RANKER REPORT	THE MEDIA AUDIT	Cume Ratings
Market:	PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008		
Bases:	ADULTS--AGE 45 PLUS *AND* MARITAL STATUS--MARRIED		
Target:	ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE		
Base Population:	1,280,044	% In Target: 9.7%	Target Persons: 123,638

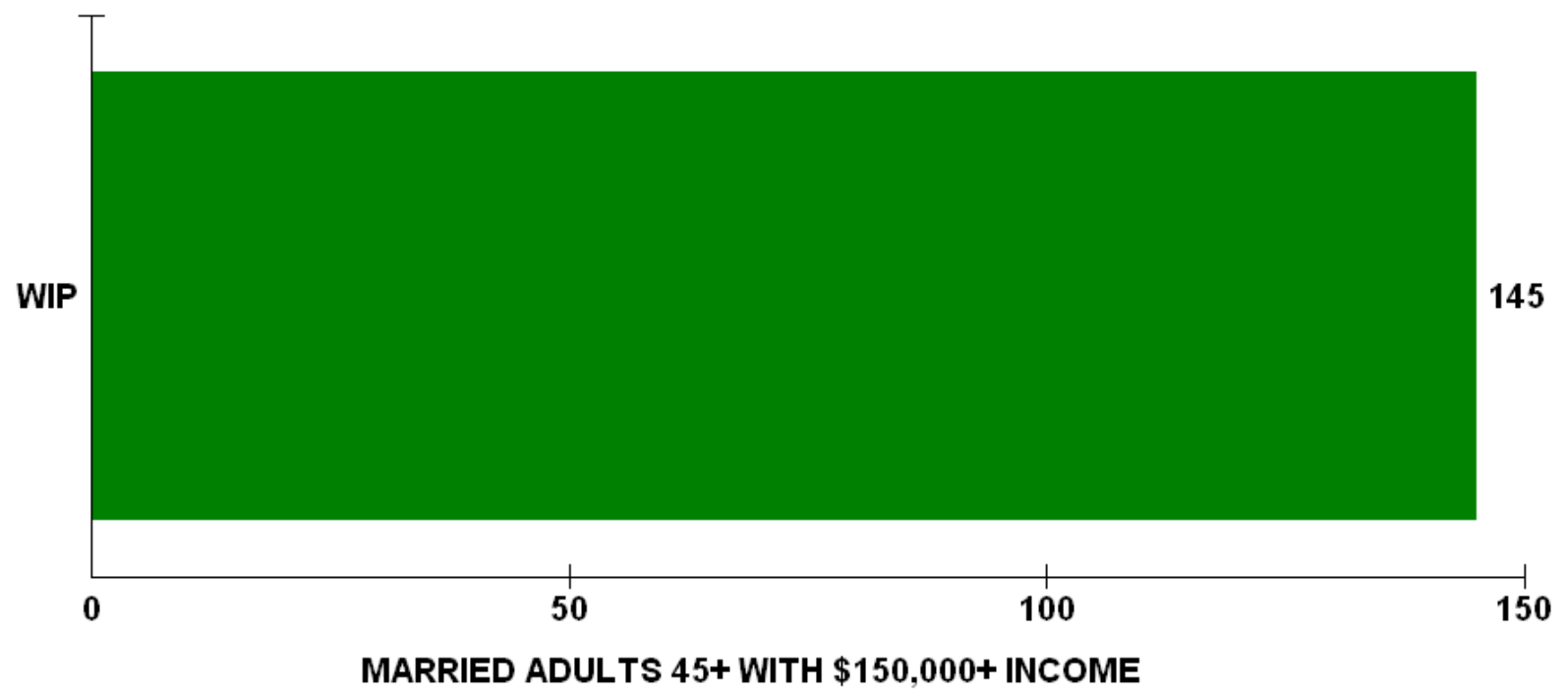
WIP IS A LEADER IN REACHING LARGE NUMBERS OF MARRIED ADULTS 45+,\$150K+ INCOME



MARRIED ADULTS 45+ WITH \$150,000+ INCOME

Report:	RANKER REPORT	THE MEDIA AUDIT	Cume Index
Market:	PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008		
Bases:	ADULTS--AGE 45 PLUS *AND* MARITAL STATUS--MARRIED		
Target:	ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE		
Base Population:	1,280,044	% In Target: 9.7%	Target Persons: 123,638

WIP LISTENERS ARE 45% MORE LIKELY THAN THE MARKET AVERAGE TO BE



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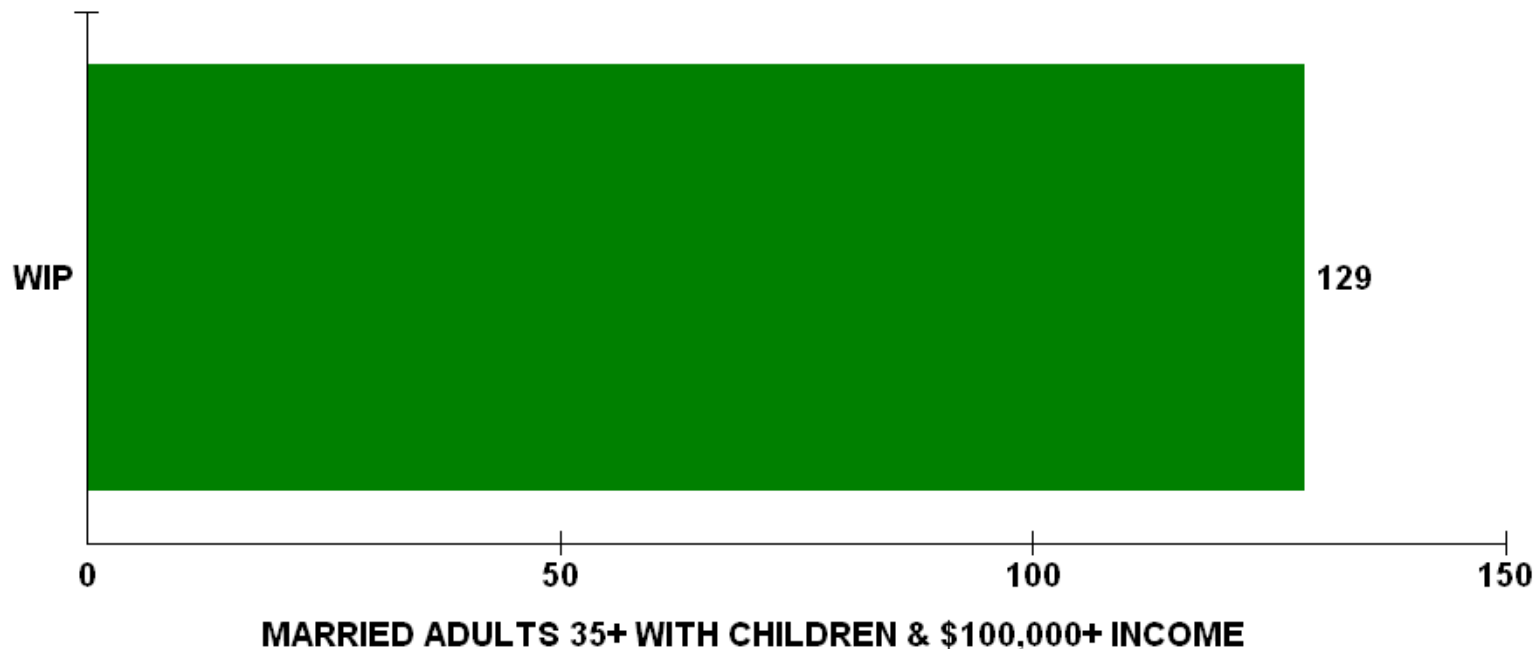




MARRIED ADULTS 35+ WITH CHILDREN & \$100,000+ INCOME

Report:	COMPOSITE AVERAGE REPORTS	THE MEDIA AUDIT	Cume Index
Market:	PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008		
Bases:	ADULTS--AGE 35 PLUS		
Target 1:	ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS		
Target 2:	MARITAL STATUS--MARRIED		
Target 3:	STAGE IN LIFE CYCLE--CHILDREN AT HOME,ANY AGE		

WIP LISTENERS ARE 29% MORE LIKELY THAN THE MARKET AVERAGE TO BE

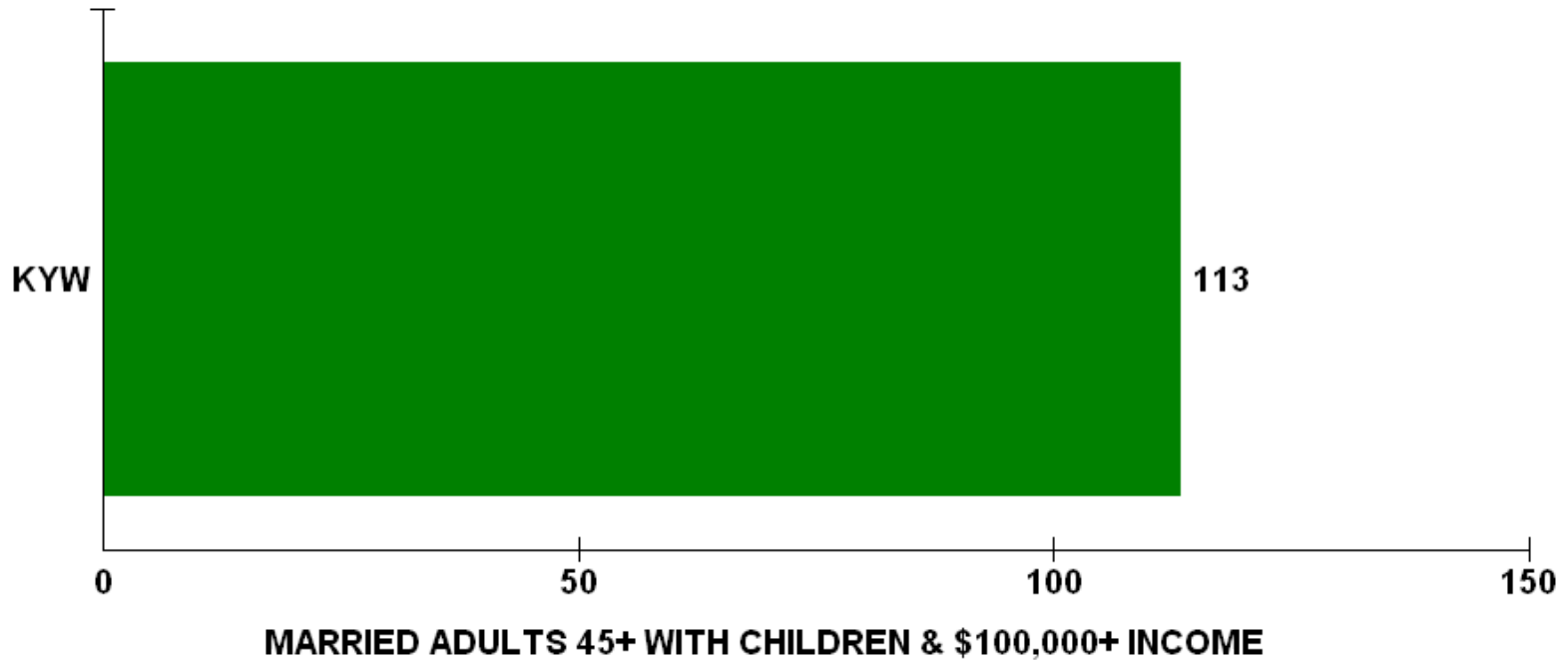




MARRIED ADULTS 45+ WITH CHILDREN & \$100,000+ INCOME

Report:	COMPOSITE AVERAGE REPORTS	THE MEDIA AUDIT	Cume Index
Market:	PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008		
Bases:	ADULTS--AGE 45 PLUS		
Target 1:	ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS		
Target 2:	MARITAL STATUS--MARRIED		
Target 3:	STAGE IN LIFE CYCLE--CHILDREN AT HOME,ANY AGE		

WIP LISTENERS ARE 13% MORE LIKELY THAN THE MARKET AVERAGE TO BE





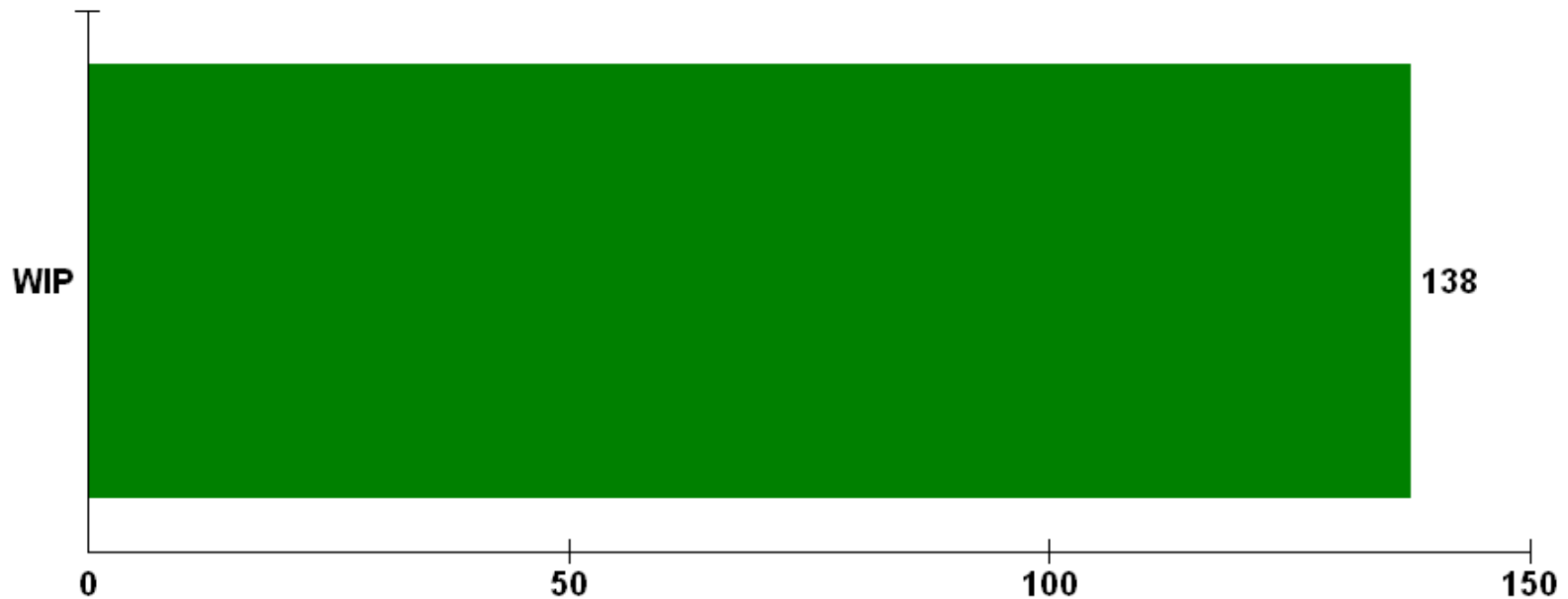
MARRIED ADULTS 45+ WITH CHILDREN & \$150,000+ INCOME

Report: COMPOSITE AVERAGE REPORTS
Market: PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008
Bases: ADULTS--AGE 45 PLUS
Target 1: ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE
Target 2: MARITAL STATUS--MARRIED
Target 3: STAGE IN LIFE CYCLE--CHILDREN AT HOME, ANY AGE

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WIP LISTENERS ARE 38% MORE LIKELY THAN THE MARKET AVERAGE TO BE



MARRIED ADULTS 45+ WITH CHILDREN AND \$\$150,000+ INCOME

INVESTORS



Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008
 Bases: ADULTS AGE 18+
 Media: WMP

THE MEDIA AUDIT

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WIP OUTPERFORMS THE MARKET IN DELIVERING INVESTORS

