



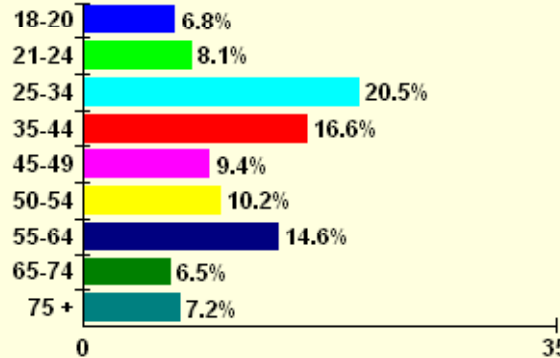
# Profile of PennySaver Readers in the Los Angeles Market: 47.7% Hispanic

Report: MEDIA QUICK PROFILE THE MEDIA AUDIT All Groups (Cume) TOTAL  
 Market: LOS ANGELES, CA for MAR-MAY 2010  
 Bases: ADULTS AGE 18+  
 Media: PENNYSAVER  
 Base Population: 9,872,014 % in Media: 35.9 Media Persons: 3,546,460

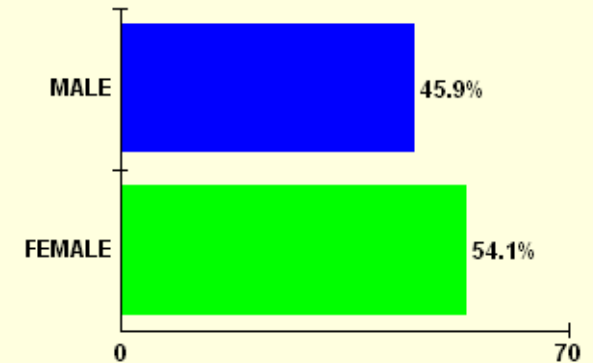
### Audience Profile (Cume)

Total Income: \$214,513,221,750  
 Mean Income: \$60,487  
 Mean Age: 44  
 Home Owners: 60%  
 Mean Home Value: \$446,779  
 Mean Miles Past Week: 152

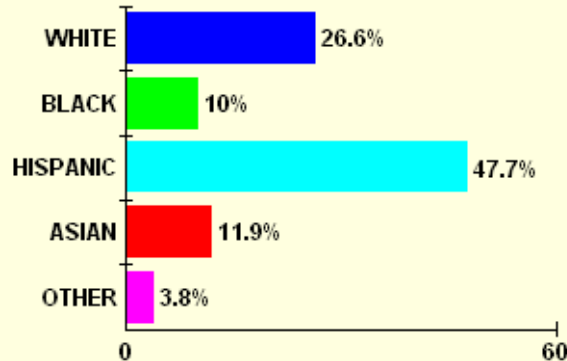
### Age Analysis (Cume)



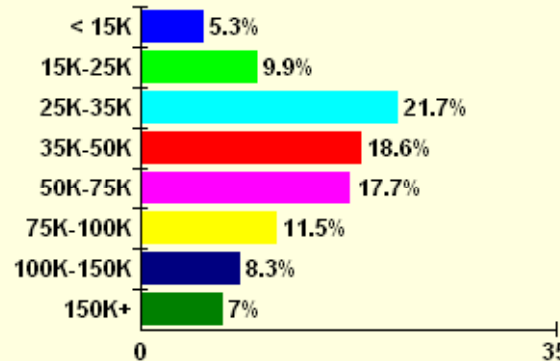
### Gender Profile (Cume)



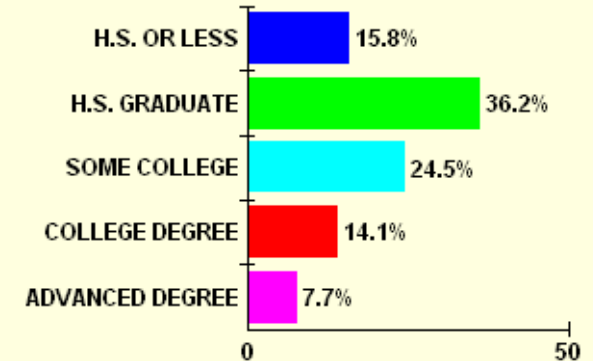
### Ethnicity Profile (Cume)



### Annual Income (Cume)



### Education Profile (Cume)





# PENNSAVER REACHES MORE SMART & FINAL SHOPPERS THAN DAILY NEWSPAPER OR DIRECT MAIL

Report: RANKER REPORT  
Market: LOS ANGELES, CA for MAR-MAY 2010  
Bases: ADULTS AGE 18+  
Target: SHOP SUPERMARKET PAST WEEK--SMART & FINAL  
Base Population: 9,872,013

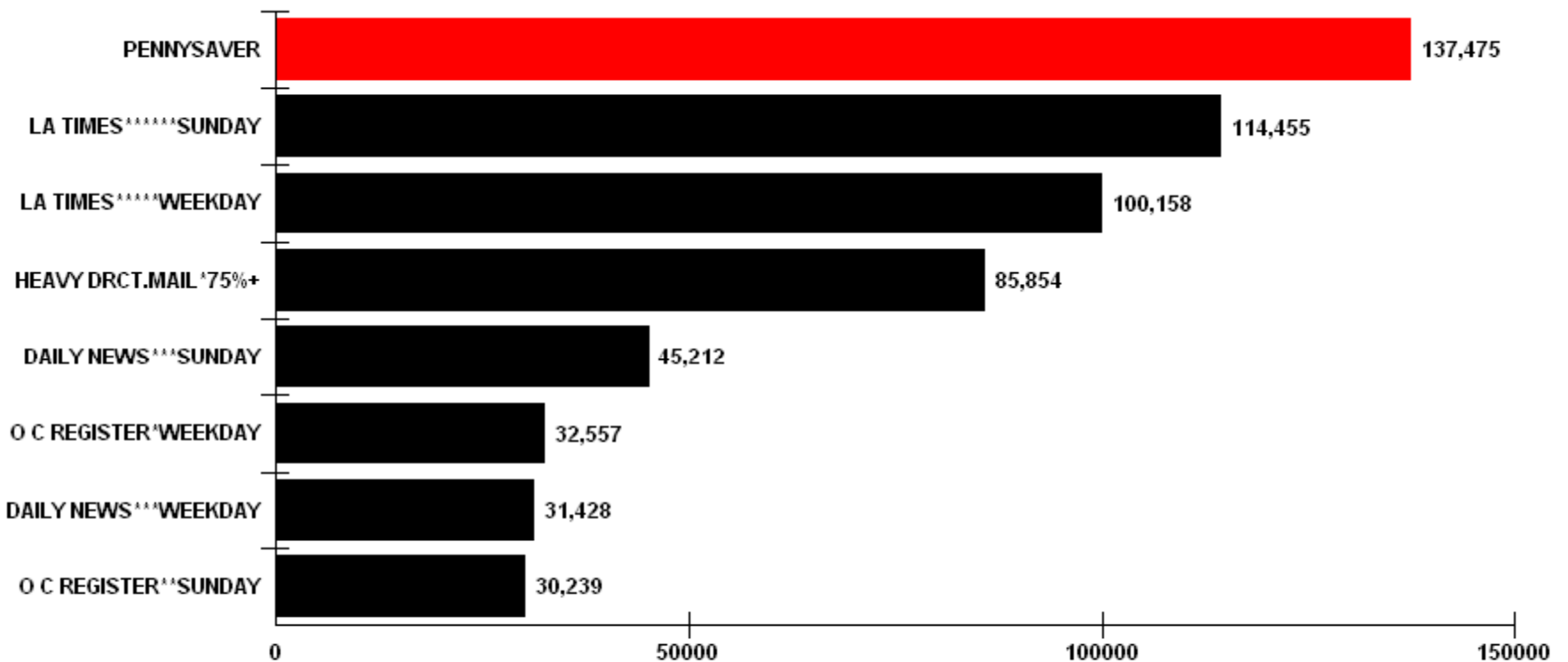
THE MEDIA AUDIT

Cume F

## Smart&Final

Target Persons: 3:

### PENNYSAVER REACHES MORE SMART & FINAL SHOPPERS





# PENNSAVER REACHES MORE HISPANICS THAN DAILY NEWSPAPER OR DIRECT MAIL

Report: RANKER REPORT  
Market: LOS ANGELES, CA for MAR-MAY 2010  
Bases: ADULTS AGE 18+  
Target: RACE--HISPANIC DESCENT

THE MEDIA AUDIT

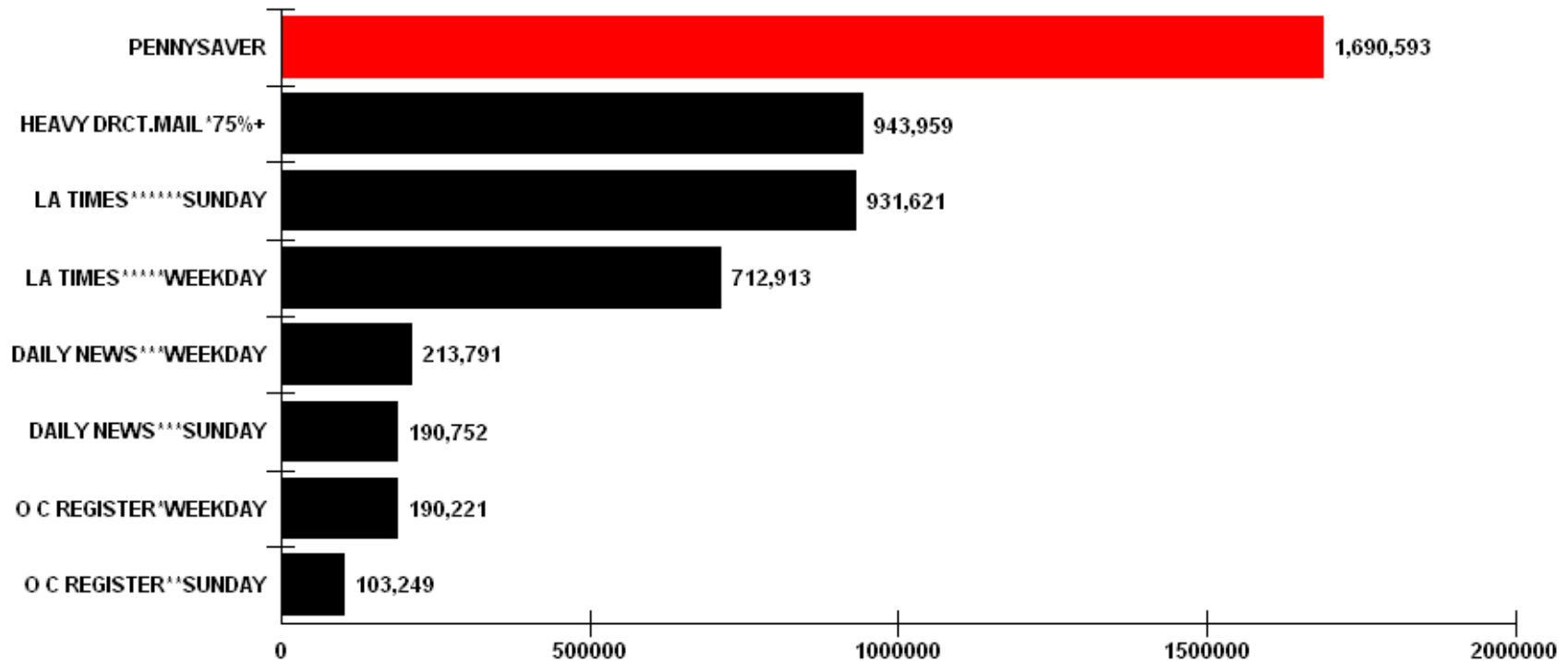
Cume Ratings

Base Population: 9,872,013

% In Target: 40.1%

Target Persons: 3,956,560

## HISPANIC ADULTS





# PENNSAVER REACHES MORE HISPANICS SPENDING \$100+ PER WEEK AT THE SUPERMARKET

Report: RANKER REPORT  
 Market: LOS ANGELES, CA for MAR-MAY 2010  
 Bases: RACE--HISPANIC DESCENT  
 Target: WEEKLY SUPERMARKET EXPENDITURES--\$100 +

THE MEDIA AUDIT

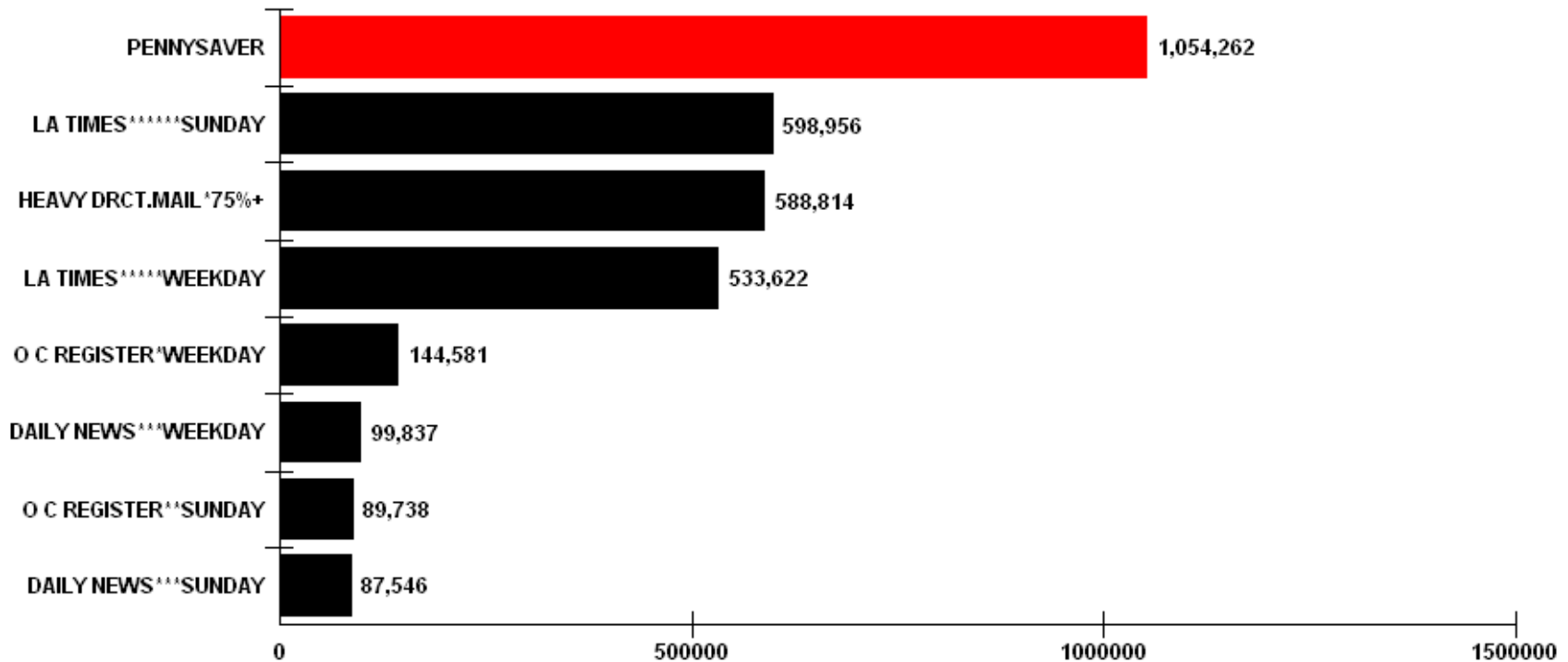
Cume Ratings

Base Population: 3,956,560

% In Target: 65.5%

Target Persons: 2,591,382

## HISPANICS SPENDING \$100+ PER WEEK AT SUPERMARKETS





# PENNSAVER REACHES MORE HISPANIC SMART & FINAL SHOPPERS

Report: RANKER REPORT  
Market: LOS ANGELES, CA for MAR-MAY 2010  
Bases: RACE--HISPANIC DESCENT  
Target: SHOP SUPERMARKET PAST WEEK--SMART & FINAL  
Base Population: 3,956,560

THE MEDIA AUDIT

Cume Ratings

## Smart & Final

Target Persons: 126,616

### HISPANIC SMART & FINAL SHOPPERS

