

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

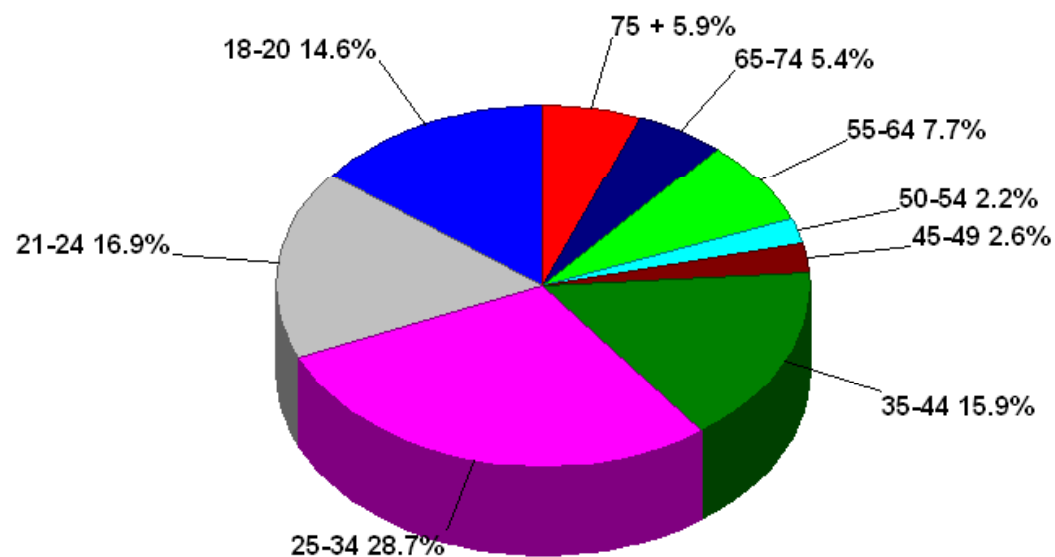
Age Analysis

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

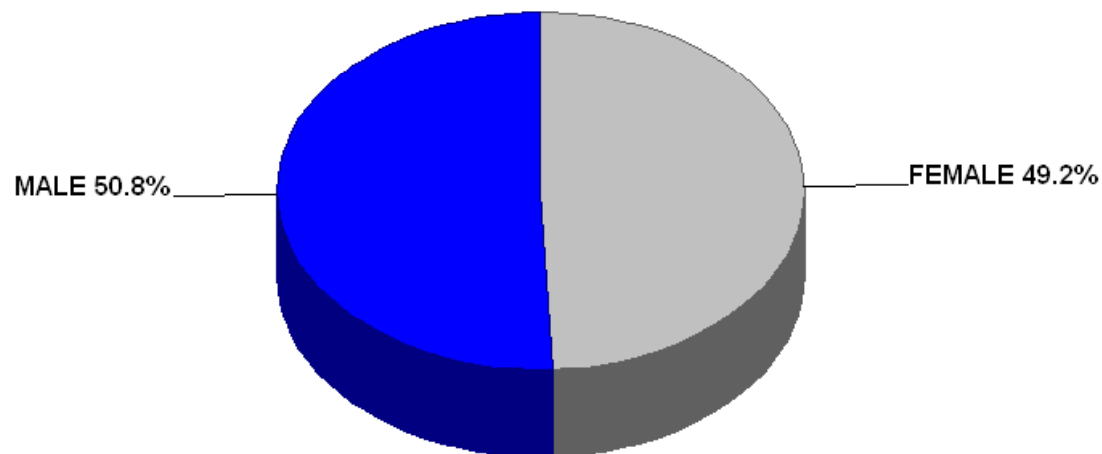
Gender Profile

Base Population: 14,293,700

% In Target: 5.1%

Target Persons: 726,500

### KINGS PLAZA CUSTOMER GENDER PROFILE



Report: TARGET PROFILE REPORT  
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THE MEDIA AUDIT

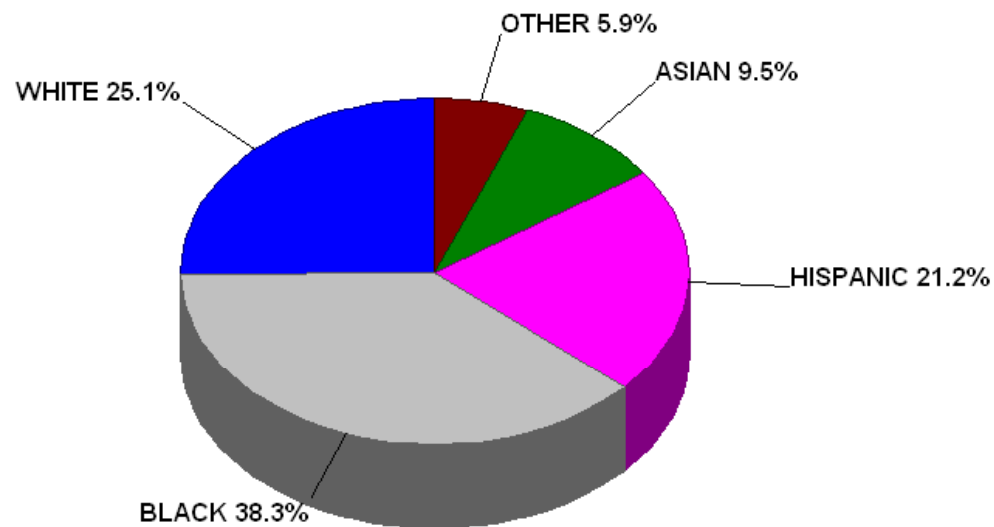
Ethnicity Profile

Base Population: 14,293,700

% In Target: 5.1%

Target Persons: 726,500

### KINGS PLAZA CUSTOMER ETHNICITY PROFILE



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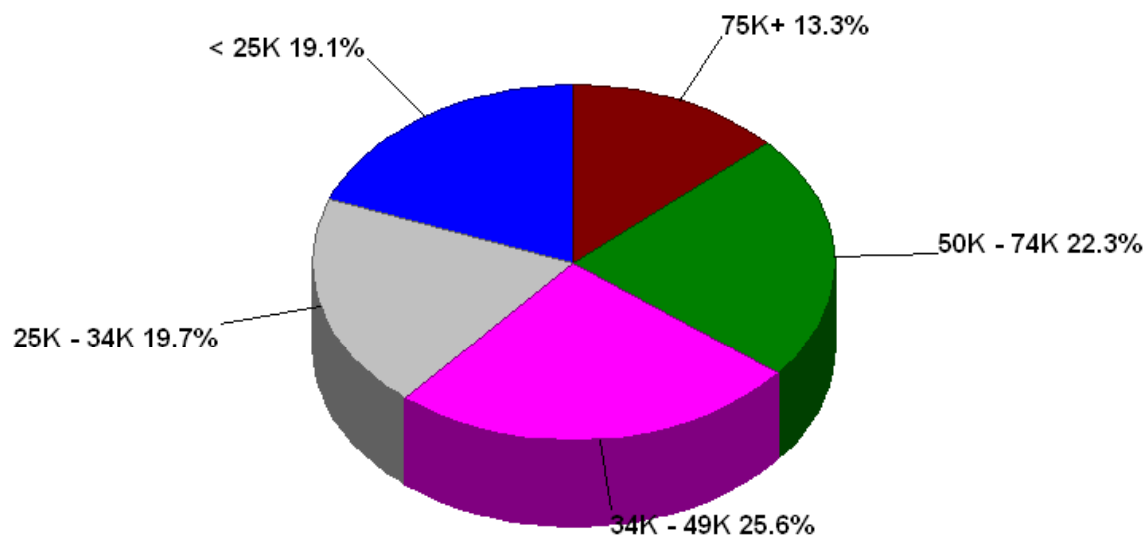
Annual Income

Base Population: 14,293,700

% In Target: 5.1%

Target Persons: 726,500

### KINGS PLAZA CUSTOMER ANNUAL INCOME PROFILE



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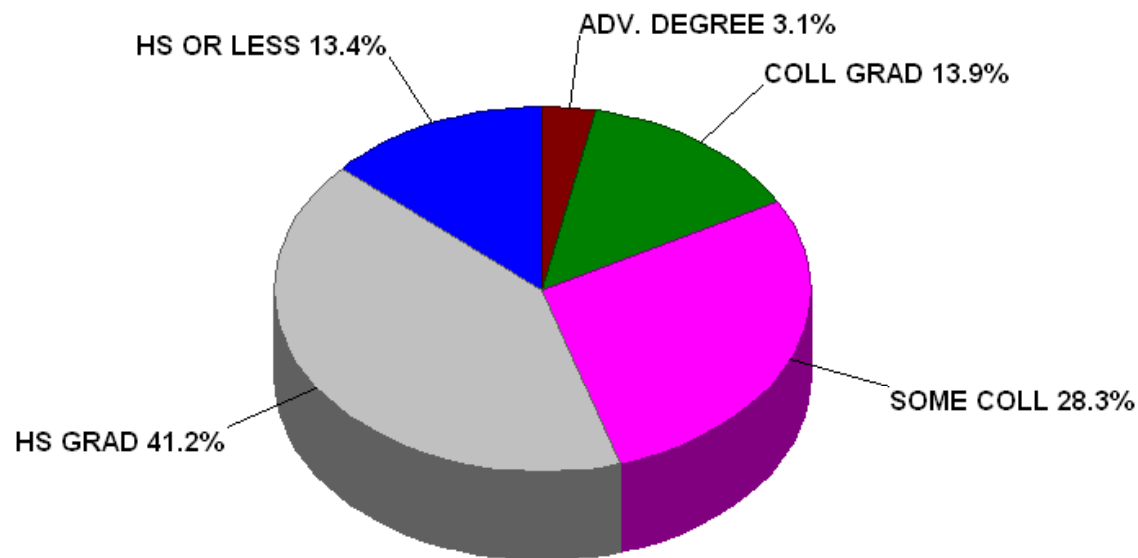
Education Profile

Base Population: 14,293,700

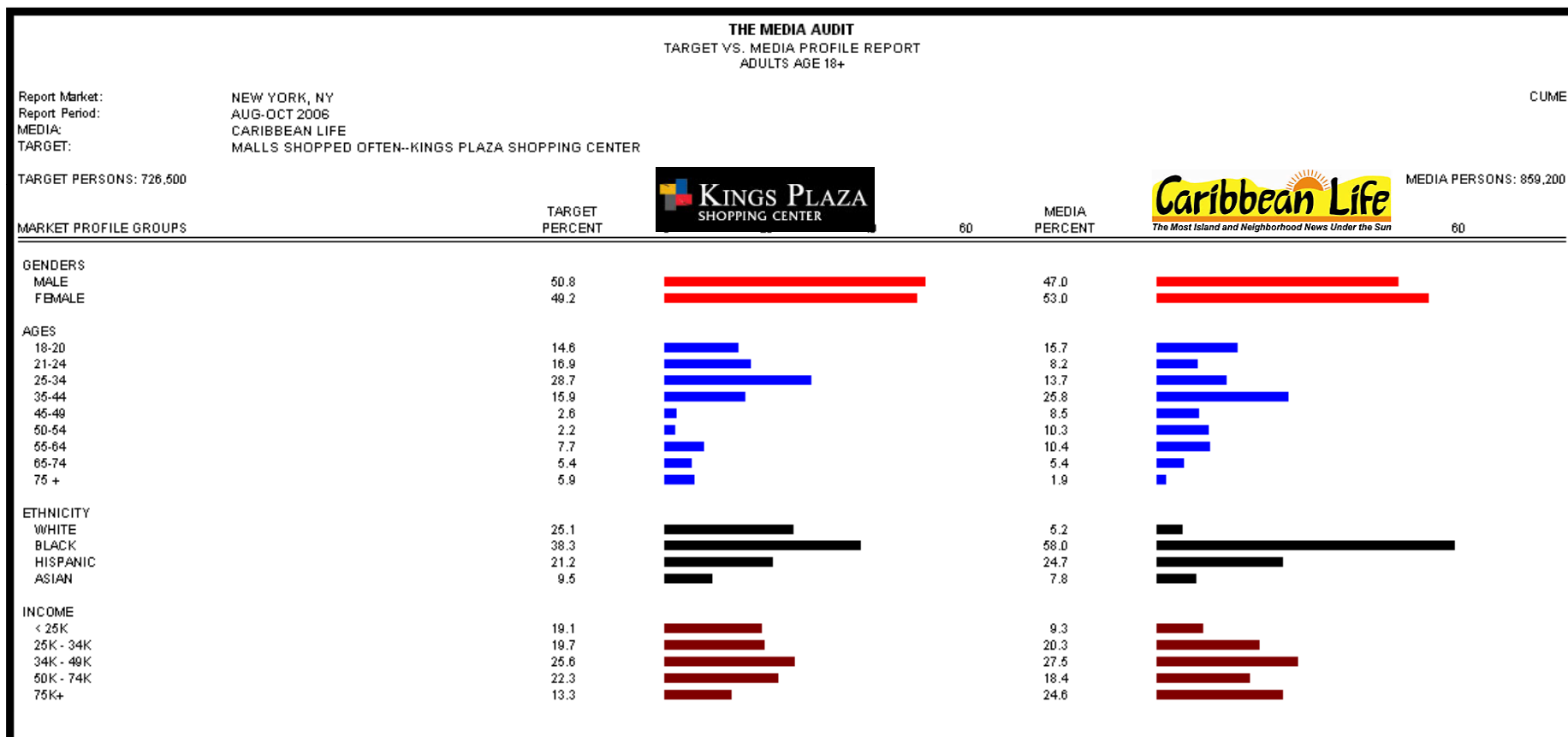
% In Target: 5.1%

Target Persons: 726,500

### KINGS PLAZA CUSTOMER EDUCATION PROFILE



# PROFILE COMPARISON



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

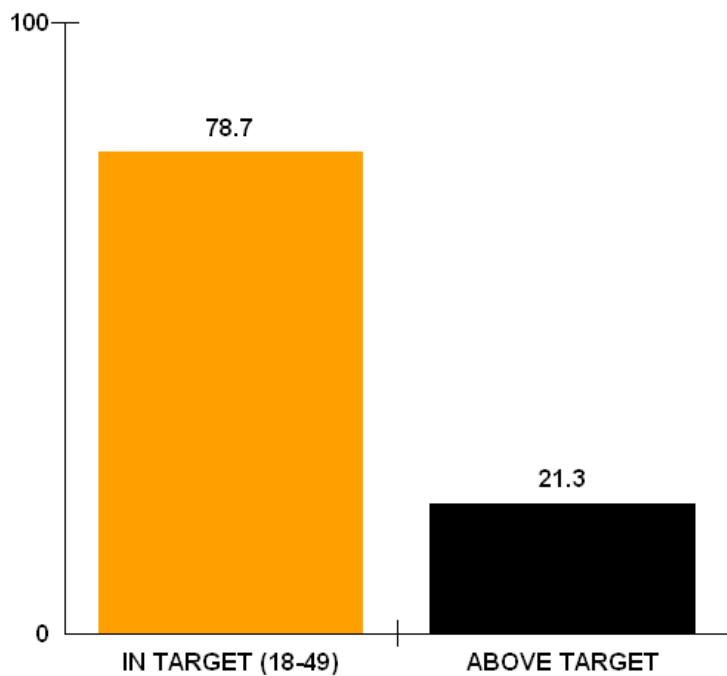
Report: AGE DEMO ANALYSIS  
Market: NEW YORK, NY for AUG-OCT 2006  
Bases: ADULTS AGE 18+  
Media: CARIBBEAN LIFE  
Target: MALLS SHOPPED OFTEN--KINGS PLAZA SHOPPING CENTER  
Total Market Persons: 14,293,700  
Total Market Persons: 14,293,700

THE MEDIA AUDIT

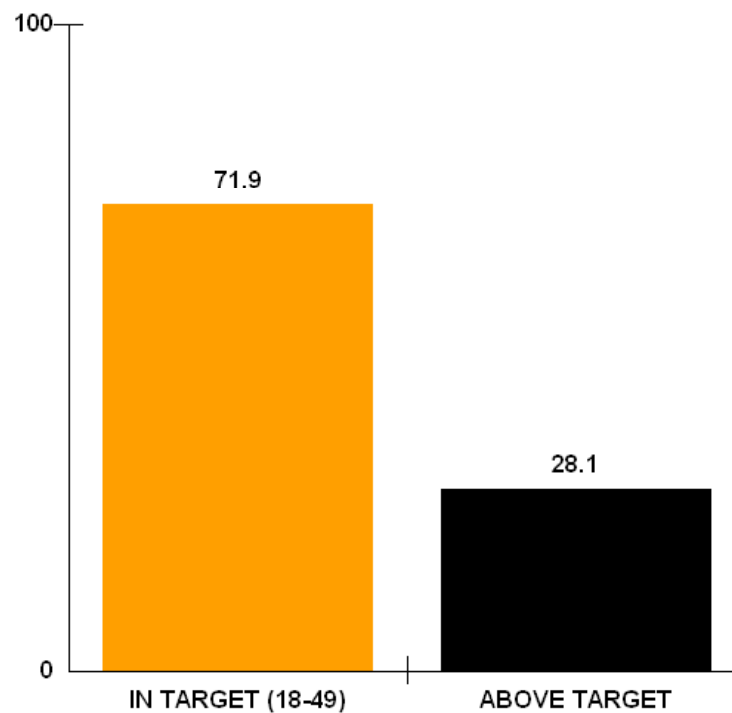
Media Percent: 6.0%  
Target Percent: 5.1%

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

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

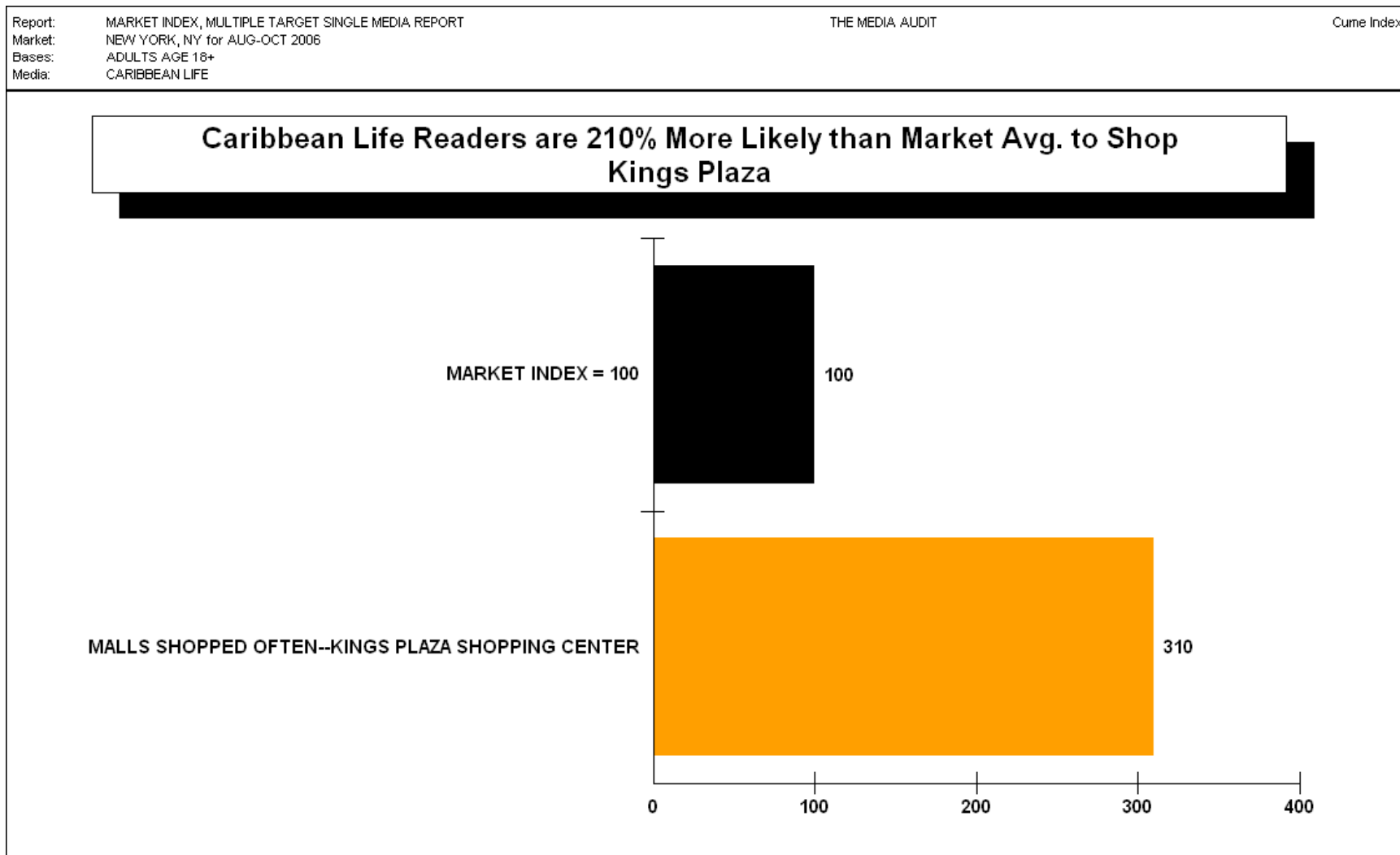


**CARIBBEAN LIFE**





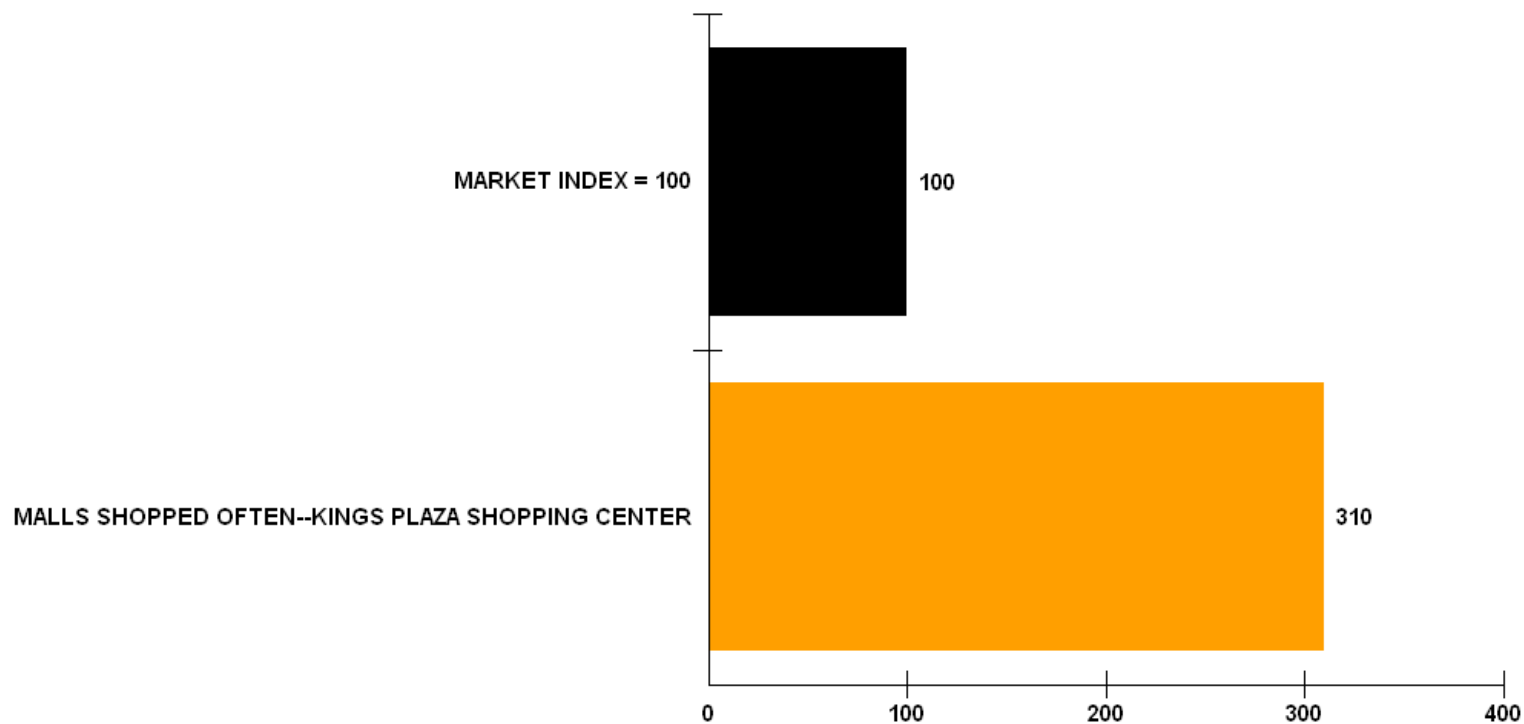
## Caribbean Life is Highly Targeted and Efficient in Delivering Kings Plaza Shoppers



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

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

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



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

THE MEDIA AUDIT

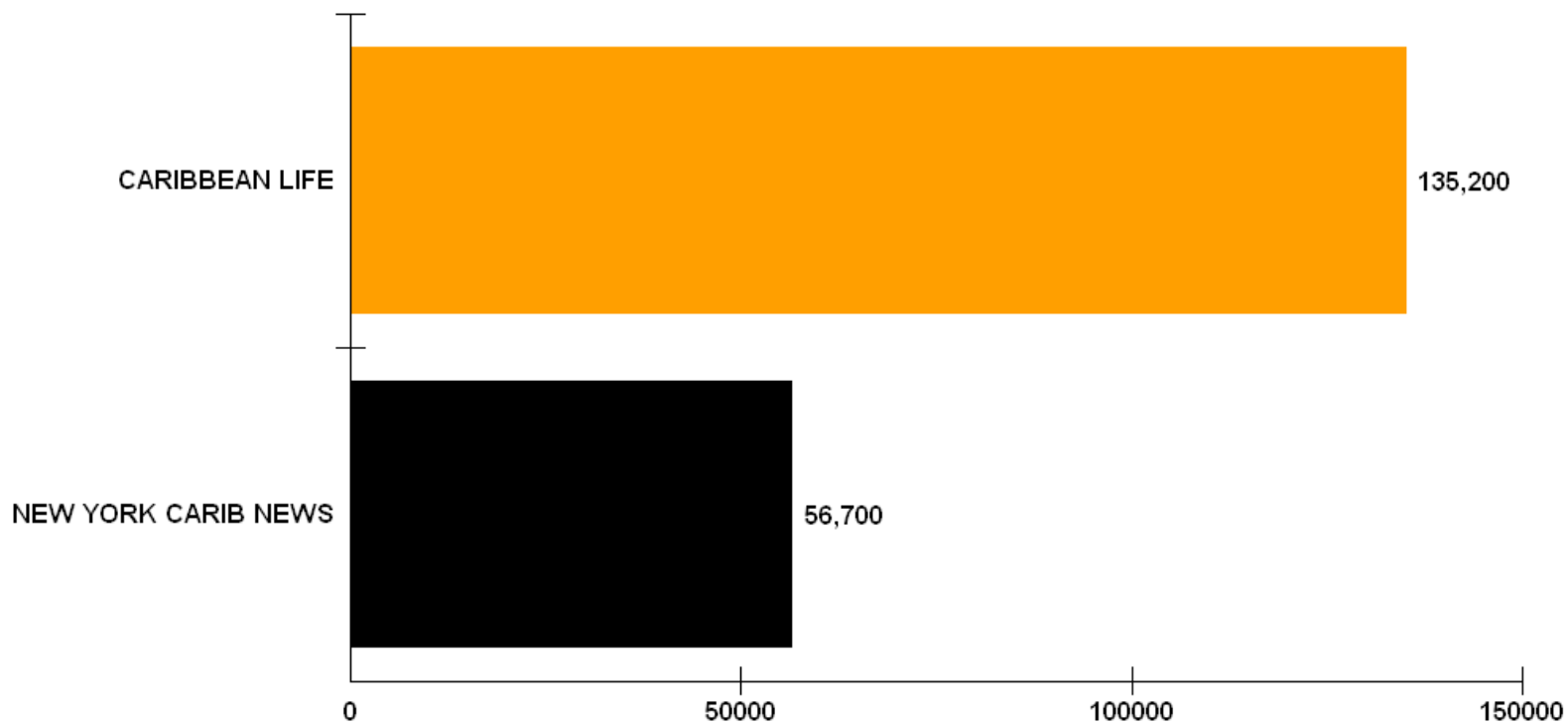
Cume Ratings

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.

Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings  
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