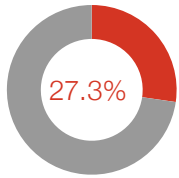


TEST ACCOUNT

Pulse Research completed December 2013

AUTO REPAIR SHOP RESEARCH RESULTS



27.3% Plan Auto Repair Shop Purchases over next 12 Months

Based on the
37,500 Households reached by the Oxdown Gazette Print + Web

10,238

Available Reader Households for Auto Repair Shop

\$15,356,250

Auto Repair Shop Opportunity \$1,500 average annual spending

TARGET YOUR PROMOTION BASED ON CURRENT READER DEMAND

Selected	Share	Households	Spending	Opportunity
Auto repair (general)	17.2%	6,450	\$1,500	\$9,675,000
Preventative maintenance	15.6%	5,850	\$750	\$4,387,500
Oil change or lube	51.6%	19,350	\$157	\$3,037,950
Brake replacement, adjust Alignment	9.8%	3,675	\$294	\$1,080,450
	9%	3,375	\$141	\$475,875
			Total	\$18,656,775

HOW TO REACH BASED ON MEDIA USED IN THE LAST 30 DAYS

Facebook Responded to offer 19.8% Readers	Google Search Clicked on ads 39.3% Readers	Pinterest Have used 26.4% Readers	Twitter Have used 13.4% Readers	Business Site Visited a local website 21.4% Readers
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Print Ads: 97% Read	Classified Ads: 74% Sold/Got Calls	Inserts: 95% Read
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NEW REVENUE PLAN FOR TEST ACCOUNT

\$50,000 New Sales Objective	33 New Customers to Reach Objective	\$1,500 Yrly Customer Value for Test Account	0.3% Share of the 10,238 Households Available
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A CONSISTENT AD CAMPAIGN IS REALISTIC

4 Customers Pay for Ad Campaign	Campaign	Total Investment \$5,940	Weeks Ads will Run 52	Cost per week \$114
	Breakeven	Customer Value \$1,500	Available Customers 10,238	Breakeven Share Less than 1%