

L A Z B O Y

and

The logo for azcentral.com features the letters 'az' in a blue, lowercase, sans-serif font. A red and blue swoosh is positioned above the 'z', and a yellow triangle is located below the 'z'. To the right of 'az', the word 'central.com' is written in a grey, lowercase, sans-serif font.

Partners in Maximizing Advertising Exposure
To the Best Customer Prospects in Phoenix for
La-Z-Boy Furniture Galleries



The Internet is Utilized by Over 70% Of Phoenix Market Adults

Report: TARGET PROFILE REPORT
 Market: PHOENIX, AZ for MAR-APR 2006
 Bases: GENERAL BASE = ADULTS AGE 18+
 Target: ONLINE/INTERNET--LOGGED ON PAST MONTH

THE MEDIA AUDIT

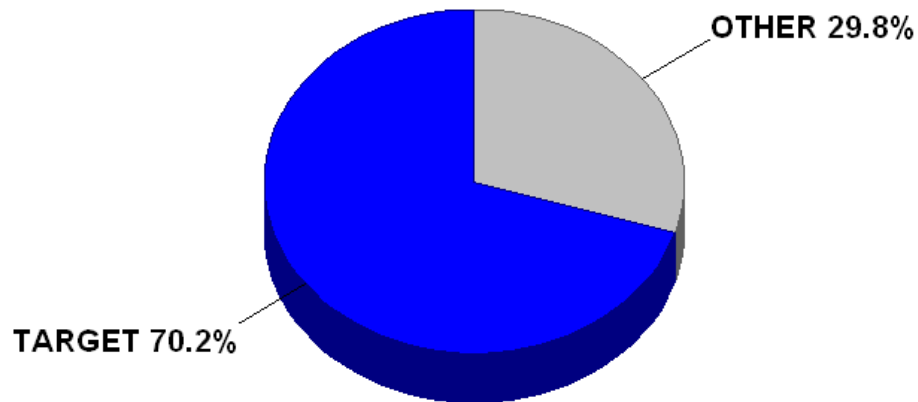
Target Analysis

Base Population: 2,625,900

% In Target: 70.2%

Target Persons: 1,843,600

Over 70% of Phoenix Market Adults Log Online





Report: MEDIA DAY ANALYSIS
Market: PHOENIX, AZ for MAR-APR 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Target: STORE SHOP FOR FURNITURE--LA-Z-BOY FURNITURE GALLERIES

THE MEDIA AUDIT

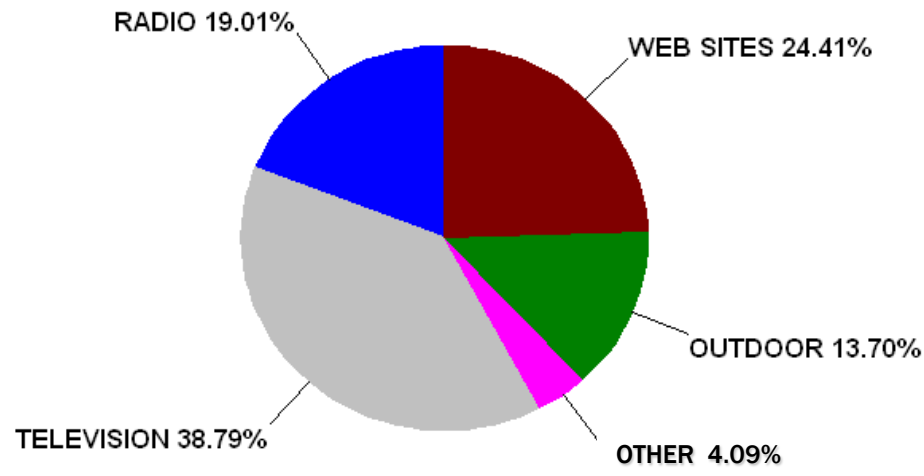
Target Market

Base Population: 2,625,900

Target Percent: 2.4

Target: 61,800

Nearly One-Fourth of La-Z-Boy Customers' Media Day is Spent with the Internet



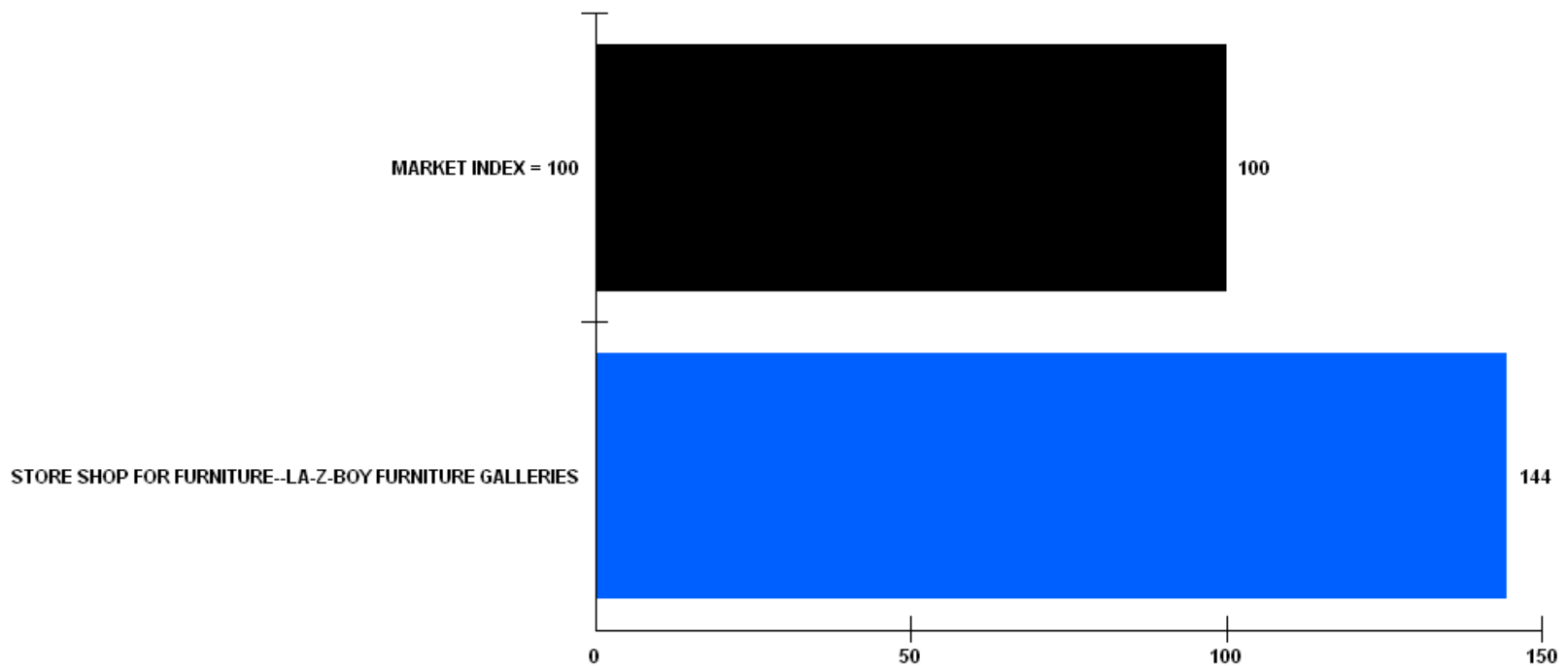


Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: PHOENIX, AZ for MAR-APR 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Media: HEAVY INTERNET USERS

THE MEDIA AUDIT

Cume Index

Phoenix La-Z-Boy Customers are 44% More Likely to be Heavy Internet Users



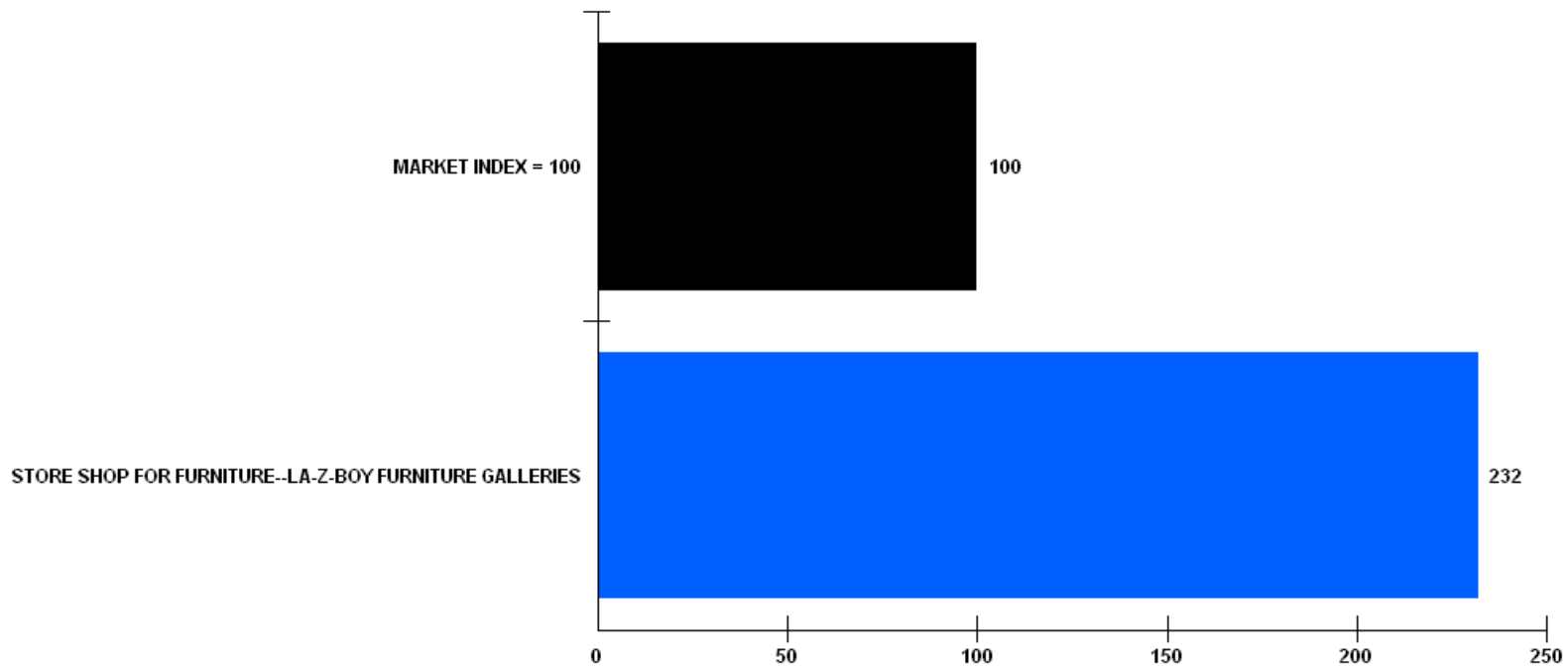


Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: PHOENIX, AZ for MAR-APR 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Media: AZCENTRAL.COM

THE MEDIA AUDIT

Cume Index

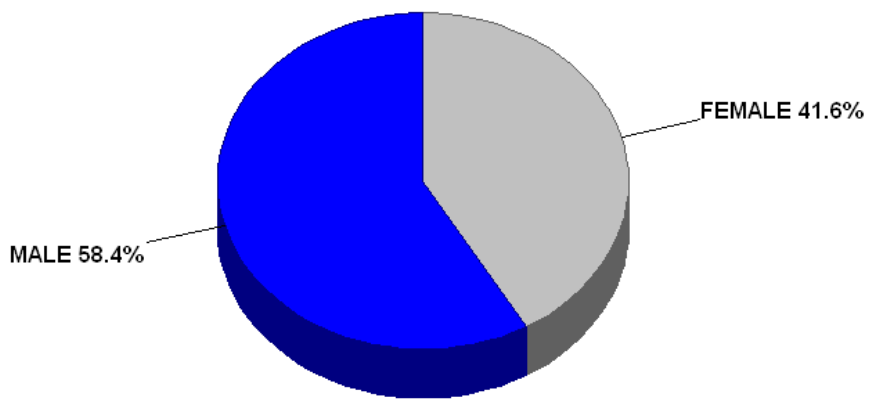
AZCENTRAL.COM USERS ARE 132% MORE LIKELY TO SHOP LA-Z-BOY FURNITURE GALLERIES



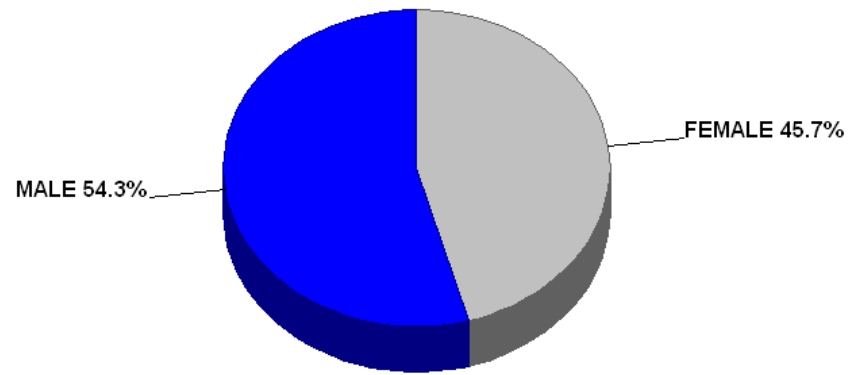


La-Z-Boy Shoppers and azcentral.com Users Both Skew Male

Gender Profile of Phoenix La-Z-Boy Shoppers



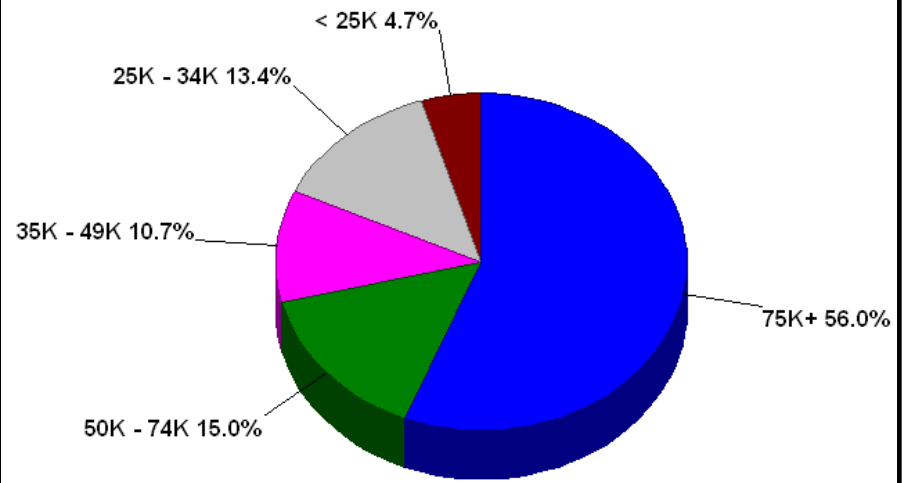
Gender Profile of AZCENTRAL.com Users



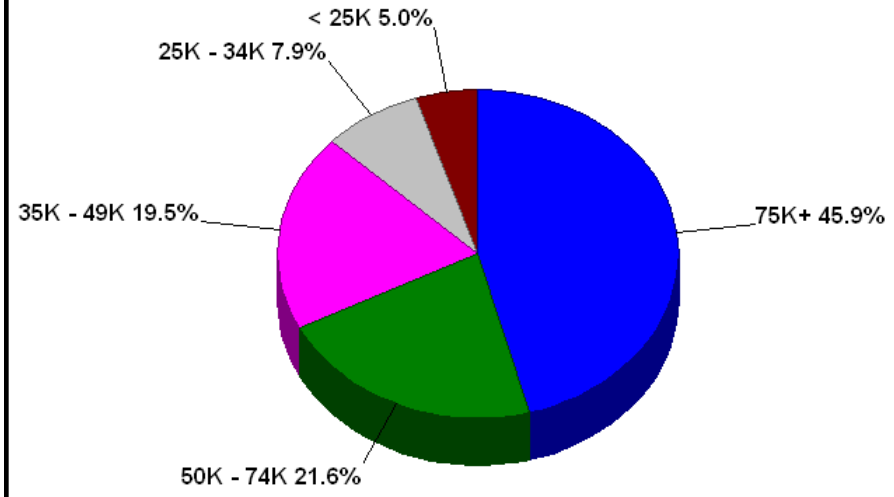


La-Z-Boy Shoppers and azcentral.com Users Both Skew Upper Income

Income Profile of La-Z-Boy Customers



Income Profile of AZCENTRAL.com Users





azcentral.com reaches dramatically MORE La-Z-Boy Shoppers than ANY local media website.

Report: RANKER REPORT
 Market: PHOENIX, AZ for MAR-APR 2006
 Bases: GENERAL BASE = ADULTS AGE 18+
 Target: STORE SHOP FOR FURNITURE--LA-Z-BOY FURNITURE GALLERIES

THE MEDIA AUDIT

Base Population: 2,625,900

% In Target: 2.4%

| Rank | Media | Cume Persons | Cume Rating | 0 | 22 | 45 | 68 |
|------|----------------------|--------------|-------------|---|----|----|----|
| 1 | AZCENTRAL.COM | 41,400 | 67.0 | | | | |
| 2 | PHOENIX.COX.NET | 22,200 | 35.9 | | | | |
| 3 | 12NEWS.COM | 11,200 | 18.1 | | | | |
| 4 | AZFAMILY.COM | 10,000 | 16.2 | | | | |
| 5 | KPHO.COM | 7,700 | 12.5 | | | | |
| 6 | EASTVALLEYTRIBUNE.C | 7,200 | 11.7 | | | | |
| 7 | ABC15.COM | 5,800 | 9.4 | | | | |
| 8 | PHO_BIZJOURNALS.COM | 5,200 | 8.4 | | | | |
| 9 | CLEAR CHANNEL .COM | 5,100 | 8.3 | | | | |
| 10 | KESZ-FM .COM | 3,100 | 5.0 | | | | |
| 11 | KAET.ASU.EDU | 2,000 | 3.2 | | | | |
| 12 | FOX10.COM | 1,600 | 2.6 | | | | |
| 13 | PHOENIXNEWTIMES.COM | 1,600 | 2.6 | | | | |
| 14 | GETOUTAZ.COM | 1,600 | 2.6 | | | | |
| 15 | BONNEVILLE RADIO.COM | * | * | | | | |
| 16 | SANDUSKY RADIO .COM | * | * | | | | |
| 17 | CBS RADIO .COM | * | * | | | | |
| 18 | MARICOPA C.C.C .COM | * | * | | | | |
| 19 | UPN45.COM | * | * | | | | |
| 20 | KFYI-AM .COM | * | * | | | | |
| 21 | KKFR-FM .COM | * | * | | | | |
| 22 | KTAR-AM .COM | * | * | | | | |
| 23 | KUPD-FM .COM | * | * | | | | |



azcentral.com reaches dramatically MORE La-Z-Boy Shoppers than ANY Phoenix Area Radio Station.

Report: RANKER REPORT THE MEDIA AUDIT
 Market: PHOENIX, AZ for MAR-APR 2006
 Bases: GENERAL BASE = ADULTS AGE 18+
 Target: STORE SHOP FOR FURNITURE--LA-Z-BOY FURNITURE GALLERIES

Base Population: 2,625,900

% In Target: 2.4%

| Rank | Media | Cume Persons | Cume Rating | |
|------|---------------|--------------|-------------|---|
| | | | | 0 22 45 68 |
| 1 | AZCENTRAL.COM | 41,400 | 67.0 | |
| 2 | KNIX-FM | 15,500 | 25.1 | |
| 3 | KFYI | 12,900 | 20.9 | |
| 4 | KDKB-FM | 11,300 | 18.3 | |
| 5 | KOOL-FM | 10,600 | 17.2 | |
| 6 | KUPD-FM | 9,800 | 15.9 | |
| 7 | KTAR | 9,300 | 15.0 | |
| 8 | KESZ-FM | 8,000 | 12.9 | |
| 9 | KBAQ-FM | 6,300 | 10.2 | |
| 10 | KMLE-FM | 6,000 | 9.7 | |
| 11 | KYOT-FM | 4,400 | 7.1 | |
| 12 | KFLR-FM | 4,100 | 6.6 | |
| 13 | KZON-FM | 4,000 | 6.5 | |
| 14 | KSLX-FM | 3,200 | 5.2 | |
| 15 | KEDJ-FM | 3,200 | 5.2 | |
| 16 | KRZS-FM | 3,000 | 4.9 | |
| 17 | KMXP-FM | 2,000 | 3.2 | |
| 18 | KKNT | 1,700 | 2.8 | |
| 19 | KPHX | 1,700 | 2.8 | |
| 20 | KZZP-FM | 1,700 | 2.8 | |
| 21 | KJZZ-FM | 1,700 | 2.8 | |
| 22 | KOY | 1,000 | 1.6 | |
| 23 | KNAI-FM | 1,000 | 1.6 | |



azcentral.com reaches dramatically MORE La-Z-Boy Shoppers than ANY Local TV Newscast.

Report: RANKER REPORT
 Market: PHOENIX, AZ for MAR-APR 2006
 Bases: GENERAL BASE = ADULTS AGE 18+
 Target: STORE SHOP FOR FURNITURE--LA-Z-BOY FURNITURE GALLERIES

THE MEDIA AUDIT

Base Population: 2,625,900

% In Target: 2.4%

| Rank | Media | Cume Persons | Cume Rating | 0 | 22 | 45 | 68 |
|------|----------------------|--------------|-------------|---|----|----|----|
| 1 | AZCENTRAL.COM | 41,400 | 67.0 | | | | |
| 2 | LATE NEWS*KPNX C 12 | 26,900 | 43.5 | | | | |
| 3 | EARLY NEWS*KPNX C 12 | 19,800 | 32.0 | | | | |
| 4 | EARLY NEWS*KPHO C 5 | 17,900 | 29.0 | | | | |
| 5 | LATE NEWS*KPHO C 5 | 13,700 | 22.2 | | | | |
| 6 | PRIME NEWS*KSAZ C 10 | 13,700 | 22.2 | | | | |
| 7 | MORN NEWS*KTVK C 3 | 11,600 | 18.8 | | | | |
| 8 | LATE NEWS*KTVK C 3 | 11,200 | 18.1 | | | | |
| 9 | LATE NEWS*KNXV C 15 | 11,200 | 18.1 | | | | |
| 10 | EARLY NEWS*KSAZ C 10 | 9,300 | 15.0 | | | | |
| 11 | EARLY NEWS*KTVK C 3 | 9,200 | 14.9 | | | | |
| 12 | EARLY NEWS*KNXV C 15 | 8,500 | 13.8 | | | | |
| 13 | LATE NEWS*KSAZ C 10 | 6,200 | 10.0 | | | | |
| 14 | MORN NEWS*KPNX C 12 | 5,800 | 9.4 | | | | |
| 15 | MORN NEWS*KPHO C 5 | 3,300 | 5.3 | | | | |
| 16 | MORN NEWS*KNXV C 15 | 2,000 | 3.2 | | | | |
| 17 | MORN NEWS*KSAZ C 10 | 1,700 | 2.8 | | | | |
| 18 | LATE NEWS*KTUV C 33 | * | * | | | | |
| 19 | EARLY NEWS*KDRX C 48 | * | * | | | | |
| 20 | EARLY NEWS*KTUV C 33 | * | * | | | | |



azcentral.com reaches dramatically MORE La-Z-Boy Shoppers than ANY Cable Network.

| | | |
|----------------------------|--|-------------------|
| Report: | RANKER REPORT | THE MEDIA AUDIT |
| Market: | PHOENIX, AZ for MAR-APR 2006 | |
| Bases: | GENERAL BASE = ADULTS AGE 18+ | |
| Target: | STORE SHOP FOR FURNITURE--LA-Z-BOY FURNITURE GALLERIES | |
| Base Population: 2,625,900 | | % In Target: 2.4% |

| Rank | Media | Cume Persons | Cume Rating | 0 | 22 | 45 | 68 |
|------|----------------------|--------------|-------------|---|----|----|----|
| 1 | AZCENTRAL.COM | 41,400 | 67.0 | | | | |
| 2 | LOCAL*DISCOVERY CH. | 23,300 | 37.7 | | | | |
| 3 | LOCAL*HEADLINE NEWS | 19,900 | 32.2 | | | | |
| 4 | LOCAL*WEATHER CH. | 19,300 | 31.2 | | | | |
| 5 | LOCAL*FOX SPT.NET AZ | 17,400 | 28.2 | | | | |
| 6 | LOCAL*FOX NEWS CH. | 17,300 | 28.0 | | | | |
| 7 | LOCAL*A&E | 15,100 | 24.4 | | | | |
| 8 | LOCAL*MSNBC | 14,400 | 23.3 | | | | |
| 9 | LOCAL*USA NETWORK | 12,500 | 20.2 | | | | |
| 10 | LOCAL*CNBC | 12,100 | 19.6 | | | | |
| 11 | LOCAL*CNN | 10,800 | 17.5 | | | | |
| 12 | LOCAL*ESPN | 10,000 | 16.2 | | | | |
| 13 | LOCAL*SPIKE TV | 9,500 | 15.4 | | | | |
| 14 | LOCAL*VH-1 | 9,500 | 15.4 | | | | |
| 15 | LOCAL*ABC FAMILY | 8,300 | 13.4 | | | | |
| 16 | LOCAL*COMEDY CENTRAL | 8,100 | 13.1 | | | | |
| 17 | LOCAL*LIFETIME | 7,700 | 12.5 | | | | |
| 18 | LOCAL*AZ. NEWS CH. | 7,500 | 12.1 | | | | |
| 19 | LOCAL*MTV | 6,400 | 10.4 | | | | |
| 20 | LOCAL*BET | 6,400 | 10.4 | | | | |
| 21 | LOCAL*MASI ARIZONA | 5,200 | 8.4 | | | | |
| 22 | LOCAL*NICKELODEON | 5,100 | 8.3 | | | | |
| 23 | LOCAL*TNT | 4,000 | 6.5 | | | | |
| 24 | LOCAL*ESPN 2 | 3,600 | 5.8 | | | | |
| 25 | LOCAL*BYU TELEVISION | 1,700 | 2.8 | | | | |



azcentral.com reaches MANY MORE La-Z-Boy Shoppers than Phoenix Home & Garden, Tribune, or Arizona Foothills

Report: RANKER REPORT
 Market: PHOENIX, AZ for MAR-APR 2006
 Bases: GENERAL BASE = ADULTS AGE 18+
 Target: STORE SHOP FOR FURNITURE--LA-Z-BOY FURNITURE GALLERIES

THE MEDIA AUDIT

Cume Ratings

Base Population: 2,625,900

% In Target: 2.4%

Target Persons: 61,800

La-Z-Boy Furniture Galleries Shoppers

