



Reaching Subway's Best Customer Prospects

Presented by:
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KWHD TV53
LeSEA Broadcasting of Denver
October 30, 2008



Television is SUBWAY's Medium

Report: MEDIA DAY ANALYSIS
Market: DENVER, CO for MAY-JUN 2008
Bases: ADULTS AGE 18+
Target: ATE FAST FOOD PAST 4-WEEKS--SUBWAY
Base Population: 2,019,106

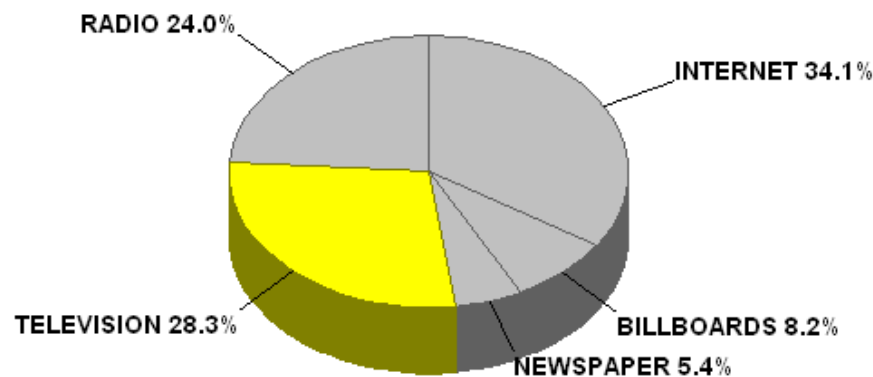
THE MEDIA AUDIT

Target Market



Target Persons: 233,212

DENVER'S SUBWAY CUSTOMERS SPEND OVER 28% OF THEIR MEDIA DAY WITH TELEVISION





SUBWAY Denver Customers ...are Heavy Fast Food Consumers.

- 149% more likely than average Denver adult to dine 3+ times per week
- 111% more likely than average Denver adult to dine 5+ times per week

Report:	CROSSTAB REPORTS	THE MEDIA AUDIT
Market:	DENVER, CO for MAY-JUN 2008	
Bases:	ADULTS AGE 18+	
Primary Target:	ATE FAST FOOD PAST 4-WEEKS--SUBWAY	
Base Population:	2,019,106	
Target	Target Index	
FAST FOOD RESTAURANT--3 + PURCHASES PAST WEEK	249	
FAST FOOD RESTAURANT--5 + PURCHASES PAST WEEK	211	

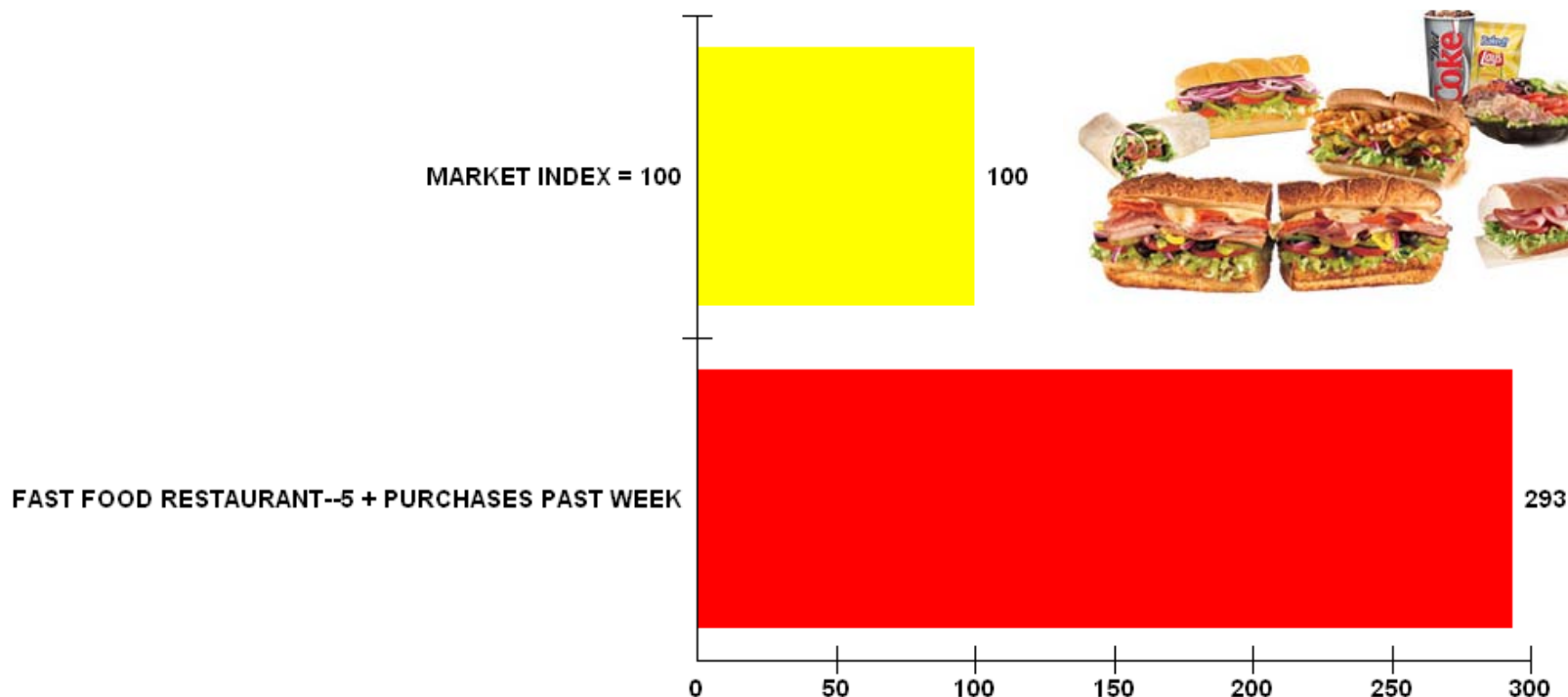


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: DENVER, CO for MAY-JUN 2008
Bases: ADULTS AGE 18+
Media: C53 KWHD IND TOTAL

THE MEDIA AUDIT

Most Often Index

KWHD TV53 VIEWERS ARE 193% MORE LIKELY TO BE FREQUENT FAST FOOD CUSTOMERS





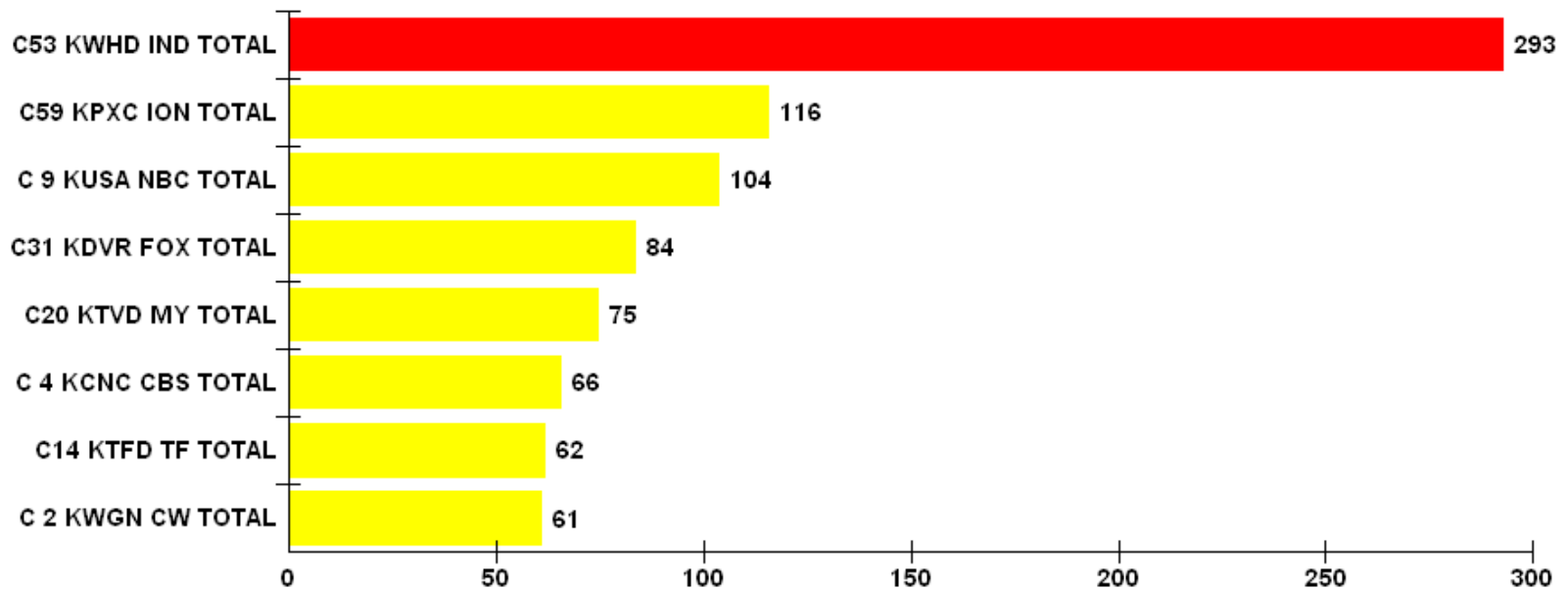
Report: RANKER REPORT
 Market: DENVER, CO for MAY-JUN 2008
 Bases: ADULTS AGE 18+
 Target: FAST FOOD RESTAURANT--5 + PURCHASES PAST WEEK
 Base Population: 2,019,106

THE MEDIA AUDIT

% In Target: 6.7%

Target Persons: 134,643

KWHD TV53 IS MOST TARGETED & EFFICIENT IN FREQUENT FAST FOOD CUSTOMERS



Adults 18-49

Report: MEDIA PROFILE REPORT
Market: DENVER, CO for MAY-JUN 2008
Bases: ADULTS AGE 18+
Media: C53 KWHD IND TOTAL
Target: ADULTS--AGE 18-49

THE MEDIA AUDIT

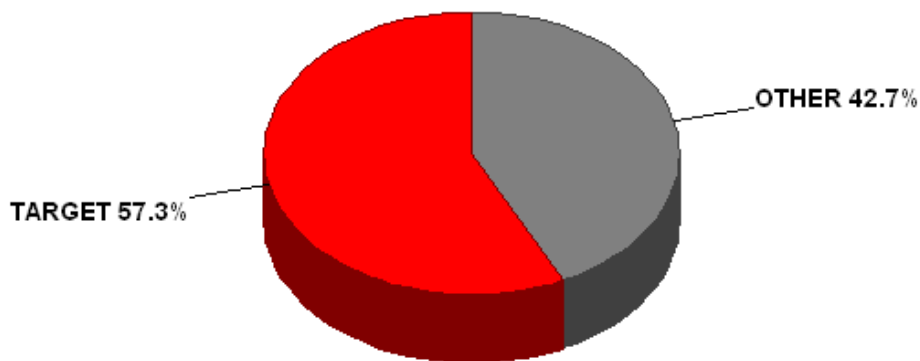
All Groups

Media Persons: 89,183

Target Percent: 57.3%

Target Persons: 51,104

OVER 57% OF KWHD TV53 VIEWERS ARE AGE 18-49



Adults 18-49

KWHD TV53 IS THE MOST TARGETED & EFFICIENT IN REACHING FREQUENT FAST FOOD DINERS AGE 18-49

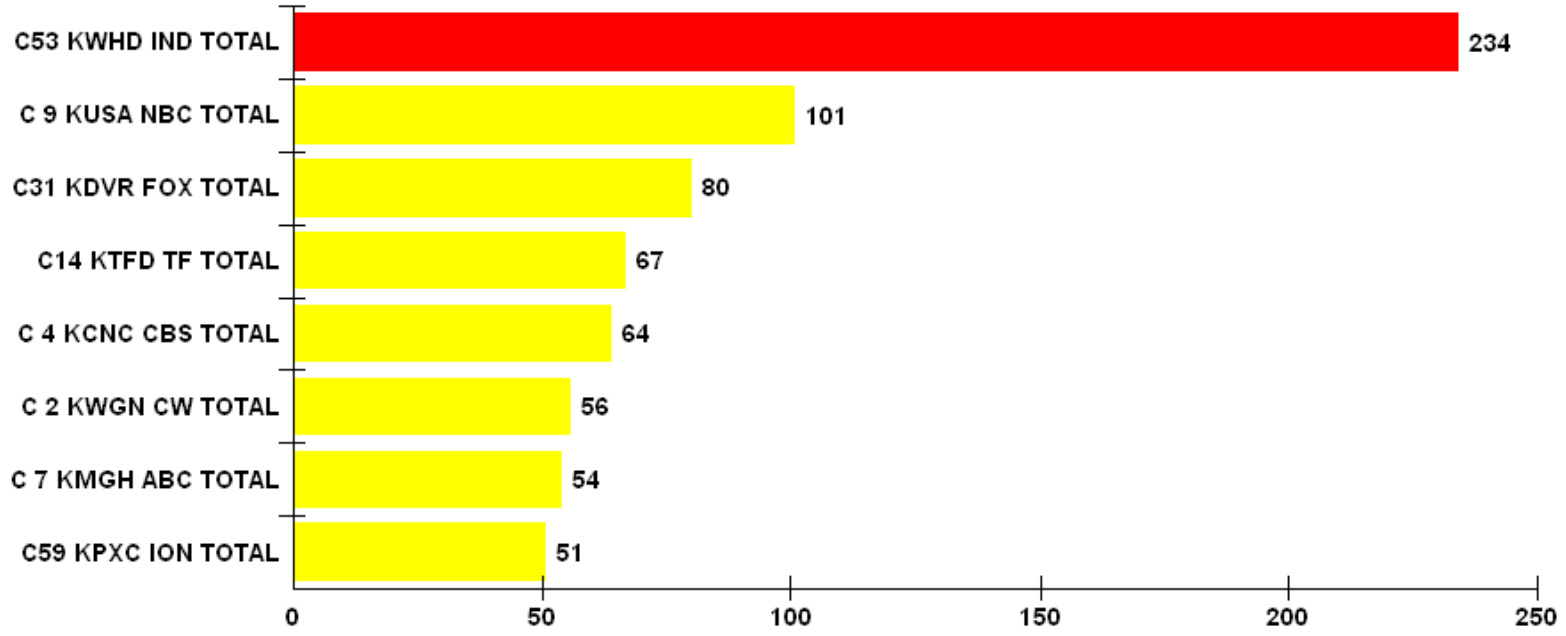
Report:
Market: DENVER, CO for MAY-JUN 2008
Bases: ADULTS--AGE 18-49
Target: FAST FOOD RESTAURANT--5 + PURCHASES PAST WEEK
Base Population: 1,275,844

en Index

% In Target: 8.4%

Target Persons: 107,372

FREQUENT FAST FOOD DINERS AGE 18-49



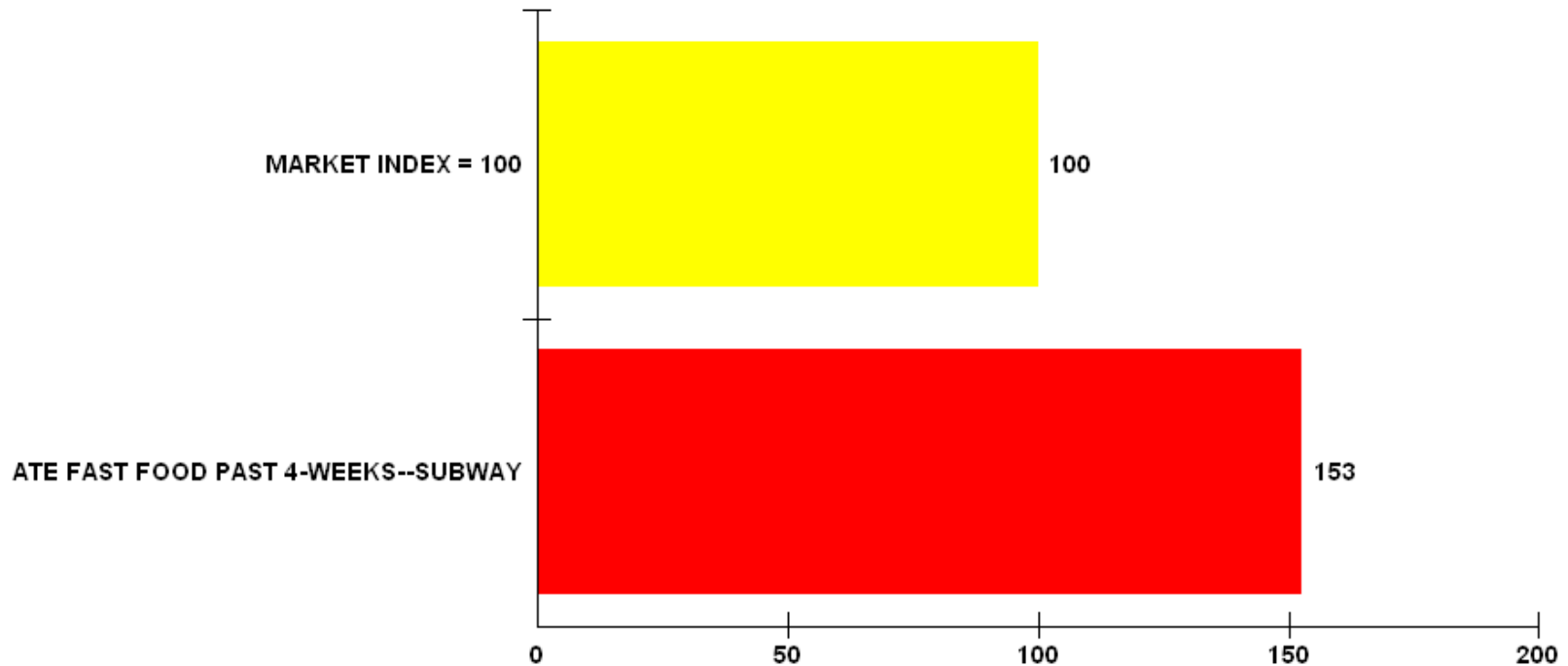
Adults 18-49



Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: DENVER, CO for DEC'07-JAN 2008 / MAY-JUN 2008
Bases: ADULTS--AGE 18-49
Media: C53 KWHD IND TOTAL

THE MEDIA AUDIT

KWHD TV53 VIEWERS ARE 53% MORE LIKELY TO BE SUBWAY CUSTOMERS AGE 18-49



Adults 18-49

Report: RANKER REPORT
Market: DENVER, CO for DEC'07-JAN 2008 / MAY-JUN 2008
Bases: ADULTS--AGE 18-49
Target: ATE FAST FOOD PAST 4-WEEKS--SUBWAY

THE MEDIA AUDIT



Base Population: 1,275,810

% In Target: 11.9%

Target Persons: 152,023

KWHD TV53 IS MOST TARGETED & EFFICIENT IN SUBWAY CUSTOMERS AGE 18-49

