



STOP&SHOP

The Southern New Hampshire Market



Jim Fitzgibbons
WNDS TV50



STOP&SHOP CUSTOMERS are 68% more likely to be **HEAVILY EXPOSED TO TELEVISION**

Television is the **MOST TARGETED MEDIUM** in reaching **STOP & SHOP CUSTOMERS**.



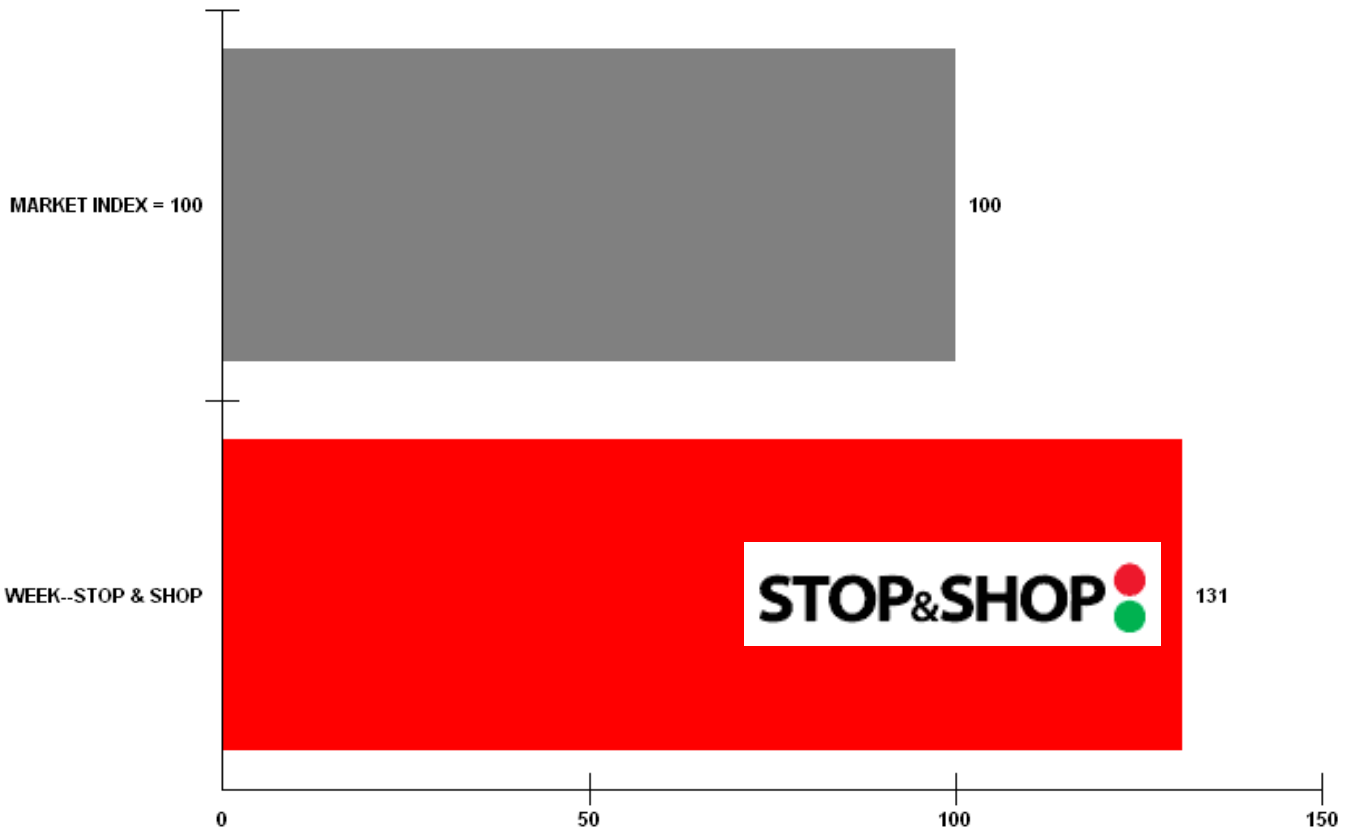


WNDS Viewers are 31% MORE LIKELY than the market average To be **STOP&SHOP CUSTOMERS**

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: SOUTHERN NEW HAMPSHIRE for JUN-JUL/DEC'04-JAN 2005
Base: ADULTS
Media: C50 WNDS IND TOTAL

Cume Index

WNDS-TV VIEWERS





WNDS is MOST HIGHLY TARGETED station in delivering STOP&SHOP CUSTOMERS.

WNDS is the MOST EFFICIENT station in reaching STOP&SHOP CUSTOMERS.
A larger percentage of WNDS viewers are Stop&Shop Customers.

Report: RANKER REPORT
Market: SOUTHERN NEW HAMPSHIRE for JUN-JUL/DEC'04-JAN 2005
Base: ADULTS
Target: SHOP SUPERMARKET PAST WEEK--STOP & SHOP

Cume Index

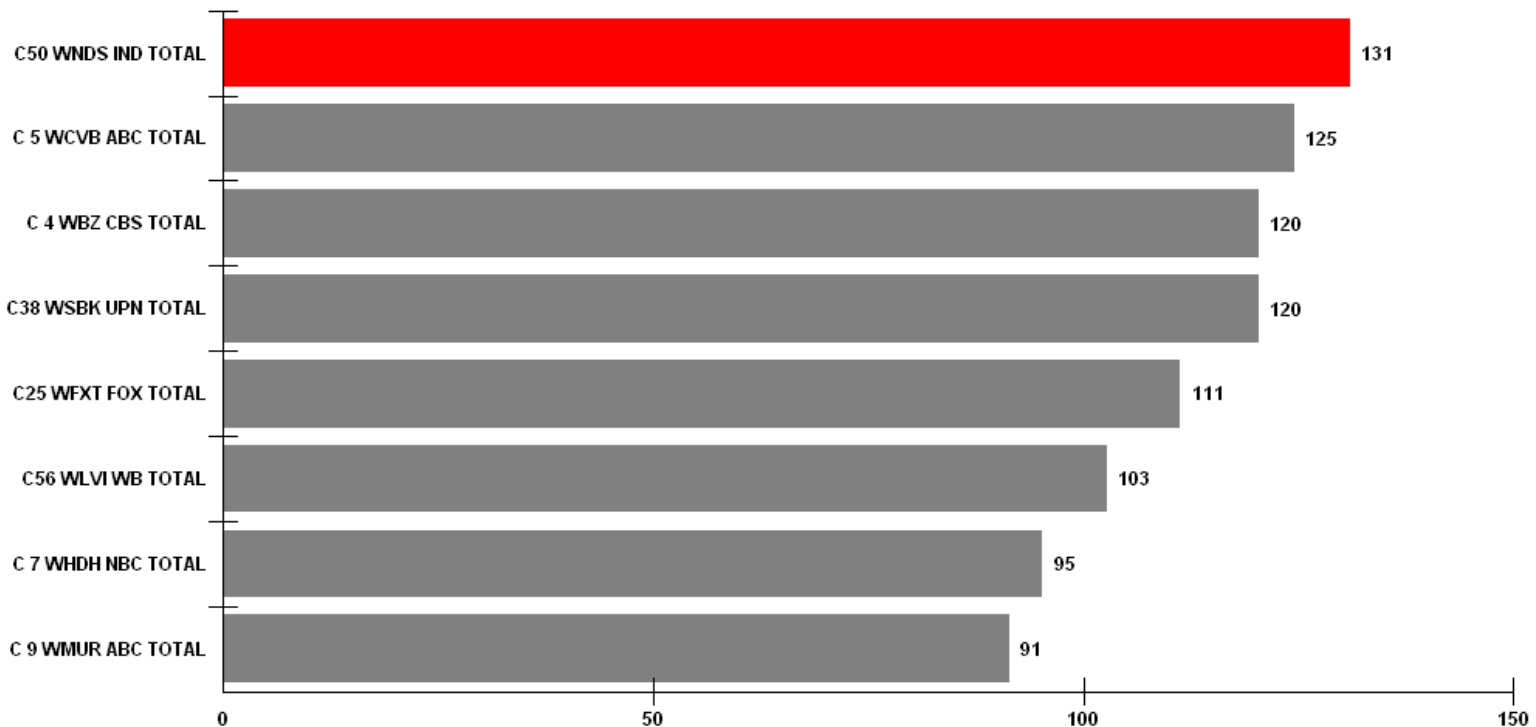


Base Population: 825,500

% In Target: 7.8%

Target Persons: 64,000

STOP & SHOP CUSTOMERS





WNDS reaches MORE **STOP&SHOP** customers than any RADIO STATION.

Report: RANKER REPORT
Market: SOUTHERN NEW HAMPSHIRE for JUN-JUL/DEC'04-JAN 2005
Base: ADULTS
Target: SHOP SUPERMARKET PAST WEEK--STOP & SHOP

Cume Ratings

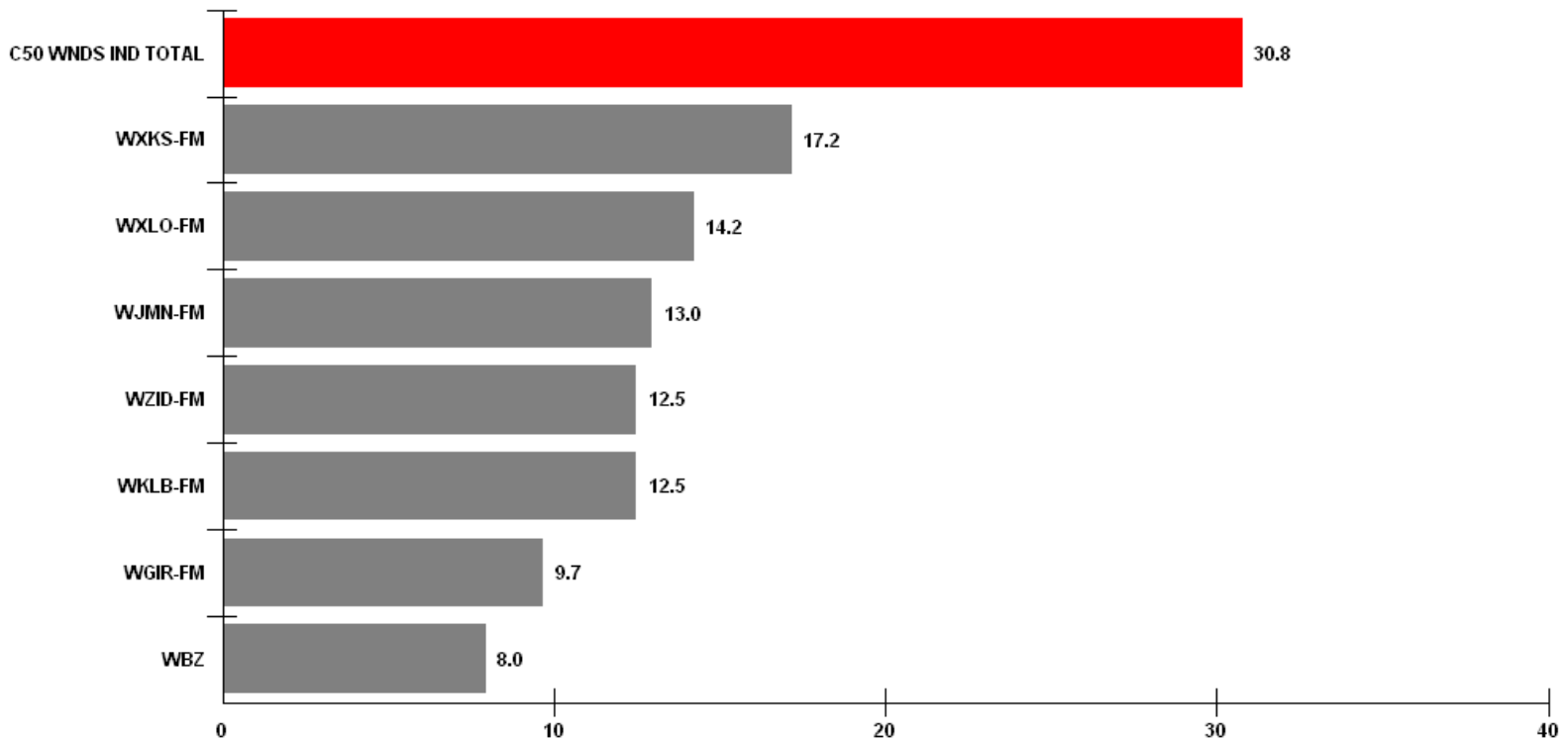


Base Population: 825,500

% In Target: 7.8%

Target Persons: 64,000

STOP & SHOP CUSTOMERS






COMPETITIVE CROSSTAB ANALYSIS: In both Southern New Hampshire and in Boston...


SHAW'S is STOP&SHOP's Biggest Competitor

REPORT: CROSSTAB REPORTS
 MARKET: SOUTHERN NEW HAMPSHIRE FOR JUN-JUL'04/DEC'04-JAN'05
 BASE: ADULTS AGE 18 +
 PRIMARY TARGET: SHOP SUPERMARKET PAST WEEK--STOP & SHOP
 Total Audience: 825,500 % In Target: 7.8



Targets	Total Persons	Target Persons	Horizontal Percent	Vertical Percent
SHOP SUPERMARKET PAST WEEK--SHAW'S SUPERMARKETS	377,700	18,800	5.0	29.4
SHOP SUPERMARKET PAST WEEK--HANNAFORD	314,000	15,600	5.0	24.4
SHOP SUPERMARKET PAST WEEK--MARKET BASKET/DEMOULAS	317,600	11,100	3.5	17.3
SHOP SUPERMARKET PAST WEEK--WAL-MART	87,000	5,000	5.7	7.8

REPORT: CROSSTAB REPORTS
 MARKET: BOSTON, MA FOR JUN-JUL 2004/DEC '04-JAN 2005
 BASE: ADULTS AGE 18 +
 PRIMARY TARGET: SHOP SUPERMARKET PAST WEEK--STOP & SHOP
 Total Audience: 4,016,400 % In Target: 41.7

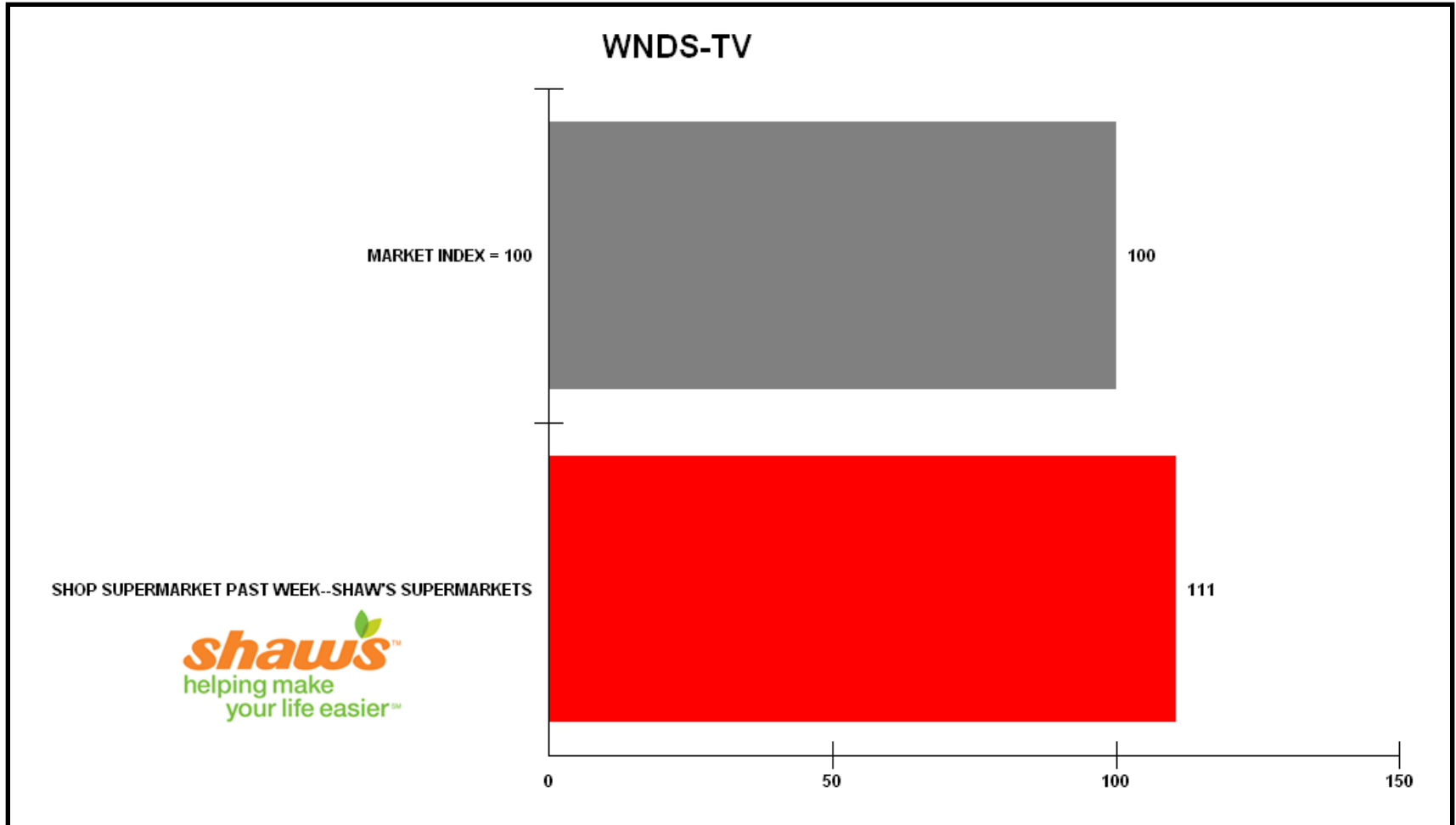


Targets	Total Persons	Target Persons	Horizontal Percent	Vertical Percent
SHOP SUPERMARKET PAST WEEK--SHAW'S SUPERMARKETS	1,443,200	561,600	38.9	33.5
SHOP SUPERMARKET PAST WEEK--MARKET BASKET/DEMOULAS	952,100	223,900	23.5	13.4
SHOP SUPERMARKET PAST WEEK--ROCHE BROTHERS	330,900	164,500	49.7	9.8
SHOP SUPERMARKET PAST WEEK--VICTORY SUPERMARKET	288,200	105,400	36.6	6.3
SHOP SUPERMARKET PAST WEEK--STAR MARKET	165,100	75,900	46.0	4.5
SHOP SUPERMARKET PAST WEEK--WHOLE FOODS MARKET	155,000	70,100	45.2	4.2
SHOP SUPERMARKET PAST WEEK--PRICE CHOPPER	173,100	48,700	28.1	2.9
SHOP SUPERMARKET PAST WEEK--TRADER JOE'S	97,400	41,100	42.2	2.5
SHOP SUPERMARKET PAST WEEK--FOODMASTER SUPERMARKET	92,700	34,900	37.6	2.1
SHOP SUPERMARKET PAST WEEK--HANNAFORD	247,100	24,800	10.0	1.5
SHOP SUPERMARKET PAST WEEK--BIG Y	82,500	19,600	23.8	1.2



The Competition

Not only are WNDS Viewers more likely to shop STOP&SHOP,
But WNDS also outperforms the market in delivering Shaw's customers.





When to advertise on WNDS to most effectively reach STOP&SHOP CUSTOMERS.

ALL WNDS Time Periods are highly targeted in reaching STOP&SHOP Customers.

