



Reaching Mattress Discounters Best Customer Prospects In the Washington, DC Market

Presented by:
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NewsChannel 8
July 20, 2006

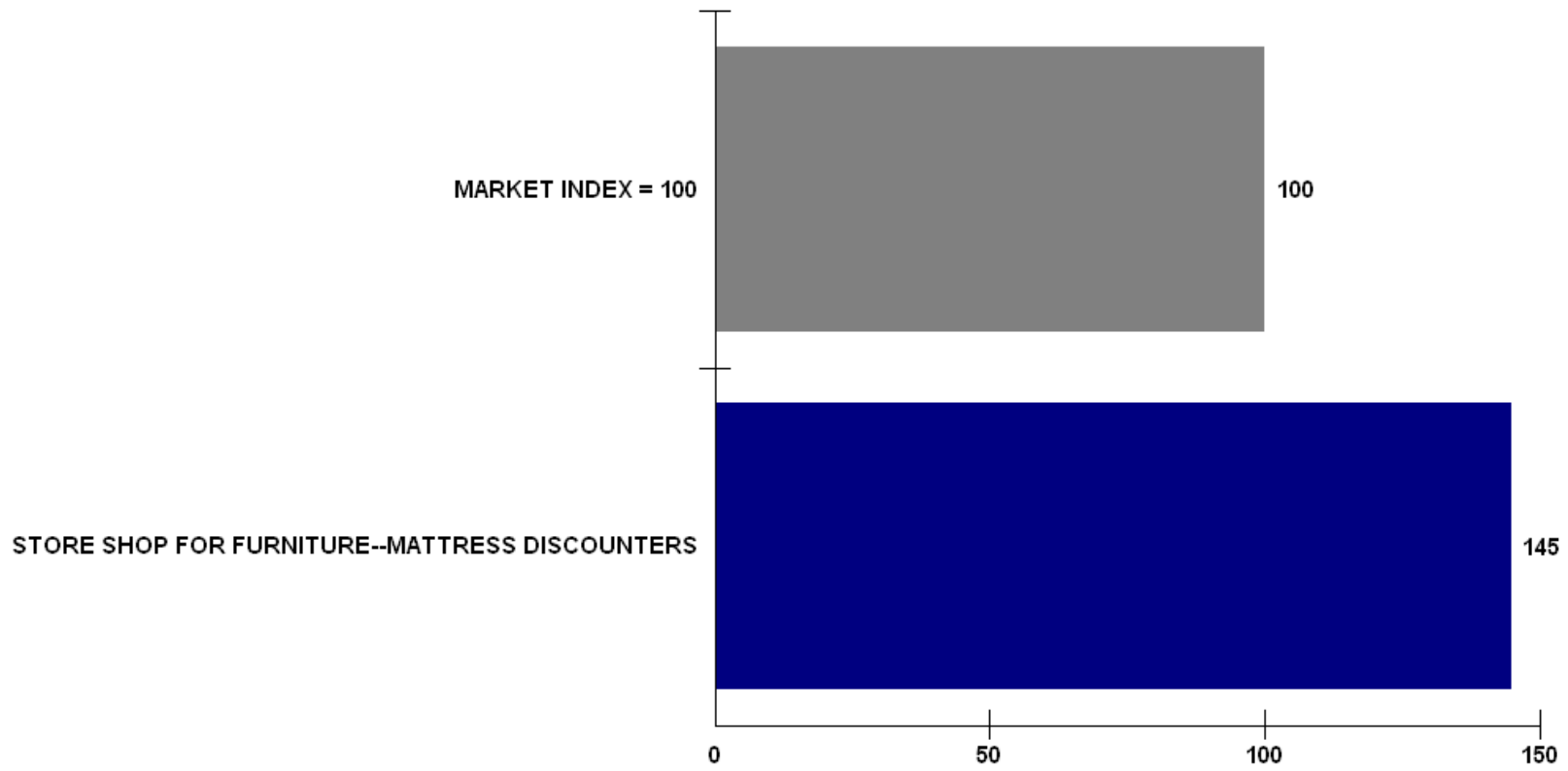
NewsChannel 8 is Highly Targeted and Efficient in Delivering MATTRESS DISCOUNTERS Customers.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
 Market: WASHINGTON, DC for SEP-NOV 2005
 Bases: GENERAL BASE = ADULTS AGE 18+
 Media: LOCAL*NEWSCHANNEL 8

THE MEDIA AUDIT

Cume Index

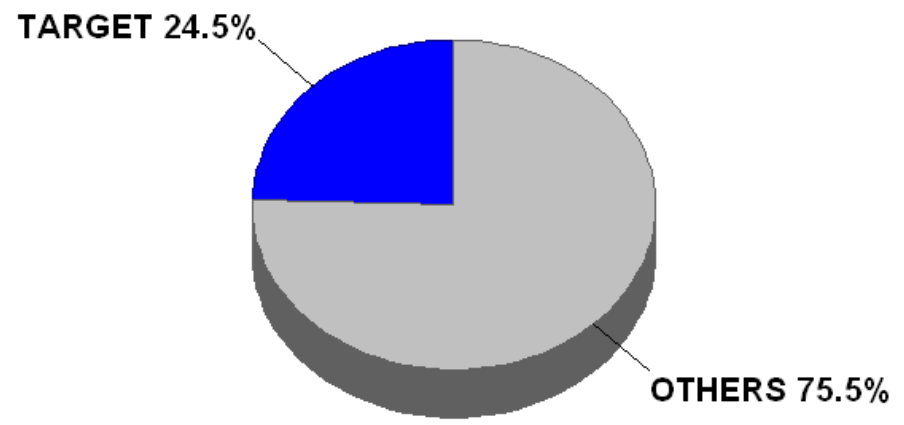
NewsChannel 8 Viewers are 45% More Likely to be Mattress Discounters Customers



NewsChannel 8 Reaches **194,000** Mattress Planned Purchasers.

Report:	MEDIA PROFILE REPORT	THE MEDIA AUDIT	Target Analysis
Market:	WASHINGTON, DC for SEP-NOV 2005		
Bases:	GENERAL BASE = ADULTS AGE 18+		
Media:	LOCAL*NEWSCHANNEL 8		
Target:	PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC.		
Media Persons:	793,400	% In Target: 24.5%	Target Persons: 194,000

One-Fourth of NewsChannel 8 Viewers Plan to Buy a Bed/Mattress This Year

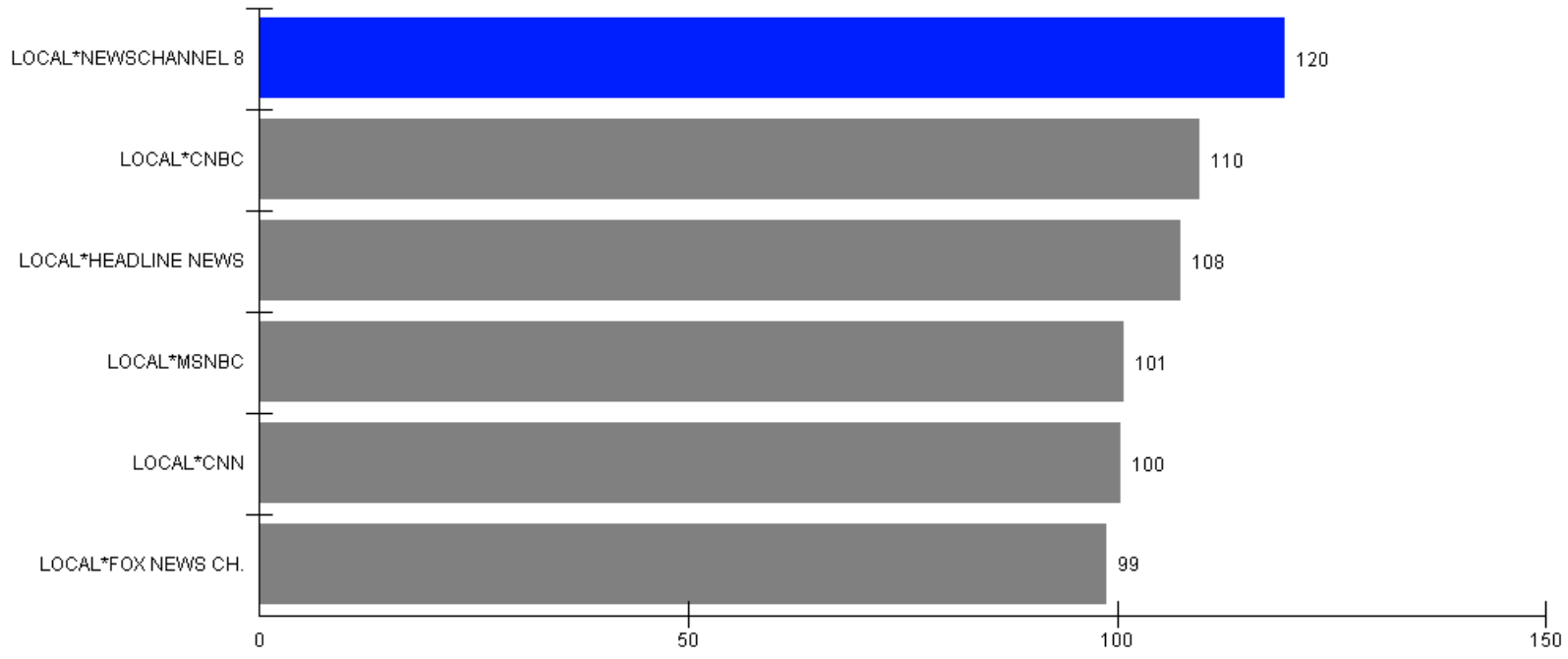


That's 194,000 Mattress Purchasers

NewsChannel 8 Viewers are 20% More Likely to Buy a Mattress this Year, making News8 the Most Highly Targeted Cable News In Reaching Bed/Mattress Planned Purchasers.

Report: RANKER REPORT THE MEDIA AUDIT Cume Index
 Market: WASHINGTON, DC for SEP-NOV 2005
 Bases: GENERAL BASE = ADULTS AGE 18+
 Target: PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC.
 Base Population: 3,708,600 % In Target: 20.4% Target Persons: 758,400

NewsChannel 8 is the Most Efficient Cable News

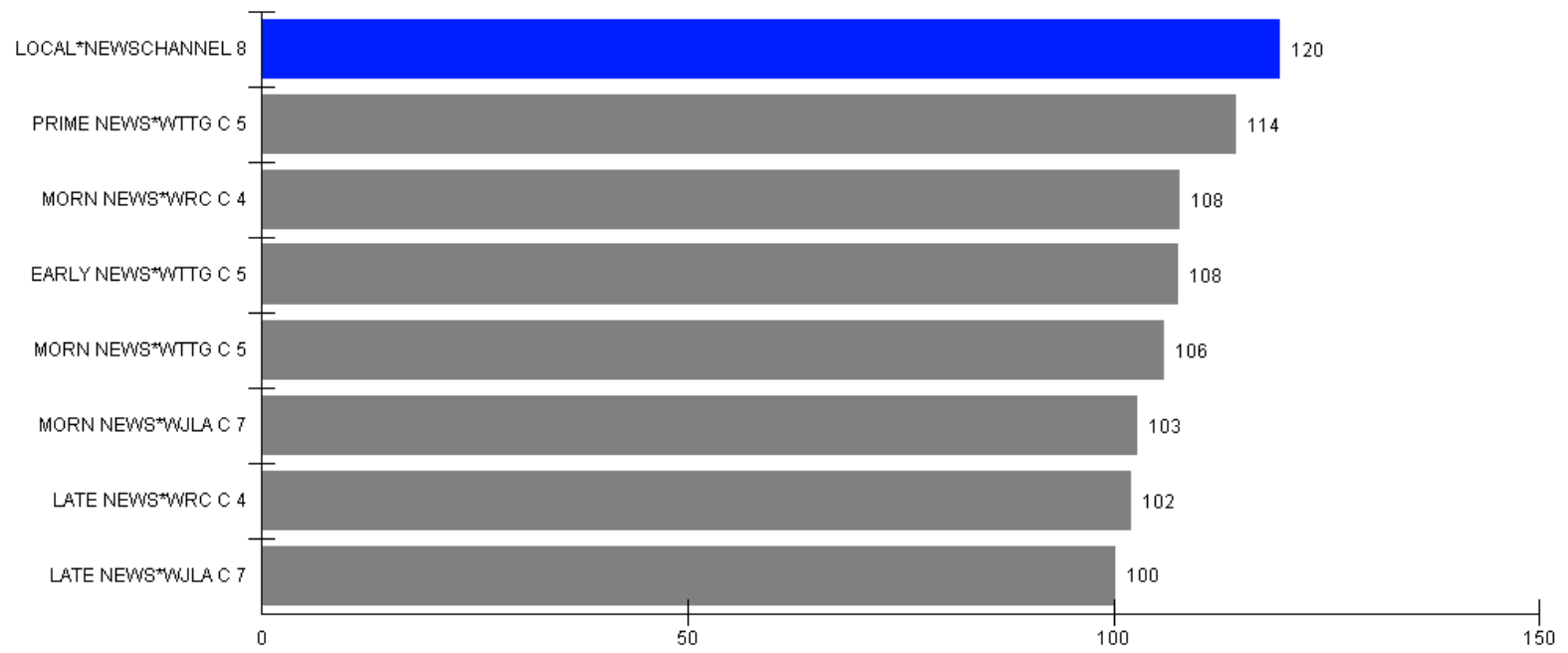


In Reaching Bed/Mattress Planned Purchasers

NewsChannel 8 is More Highly Targeted than any Broadcast Newscast Reaching Bed/Mattress Planned Purchasers

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NewsChannel 8 is More Efficient in Reaching Mattress Planned Purchasers



Than Any Broadcast Newscast in the DC Market