



HANNAFORD SUPERMARKETS REACHING THE BOSTON DMA

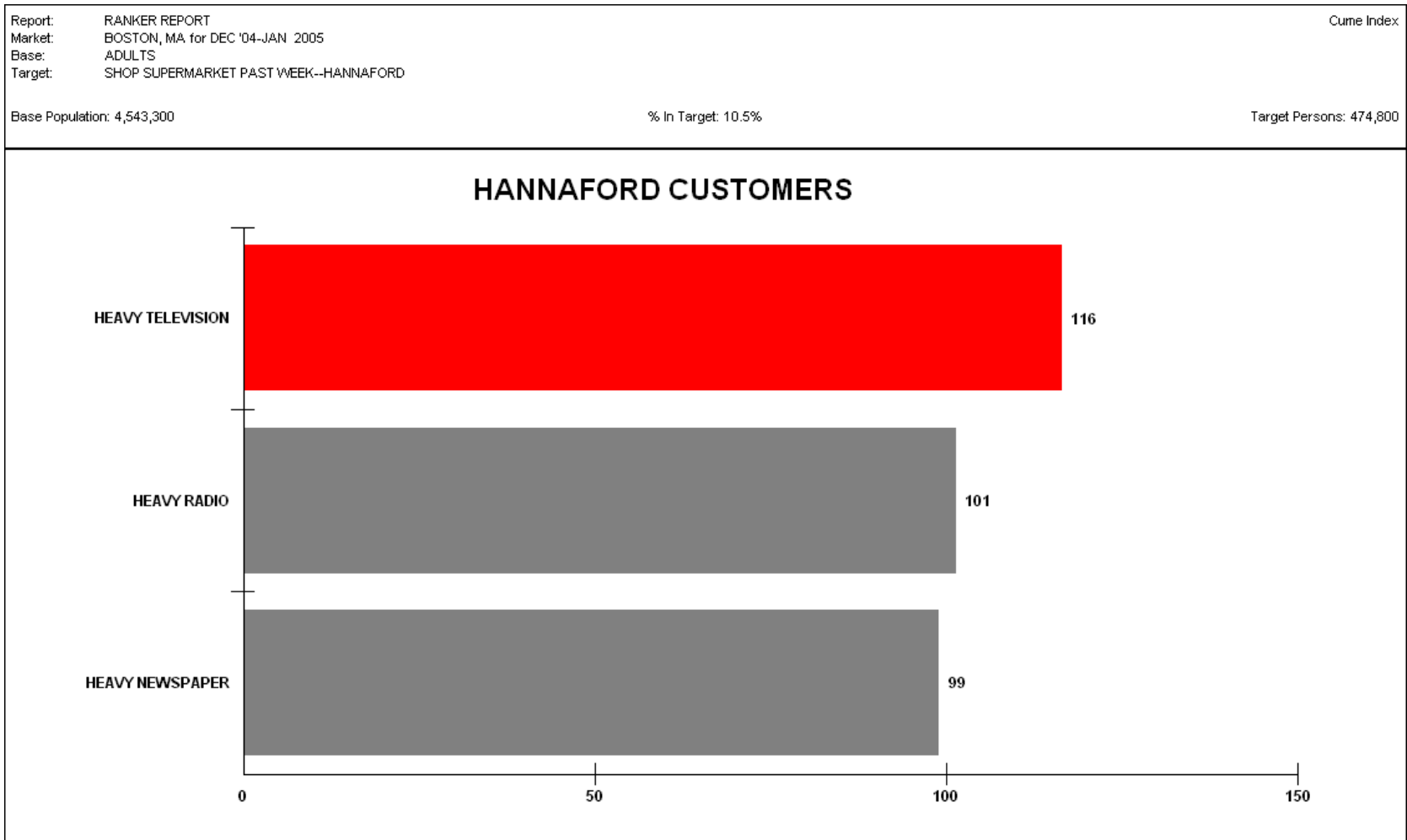


Pat McLaughlin
WNDS TV50



HANNAFORD CUSTOMERS are 16% more likely to be HEAVILY EXPOSED TO TELEVISION

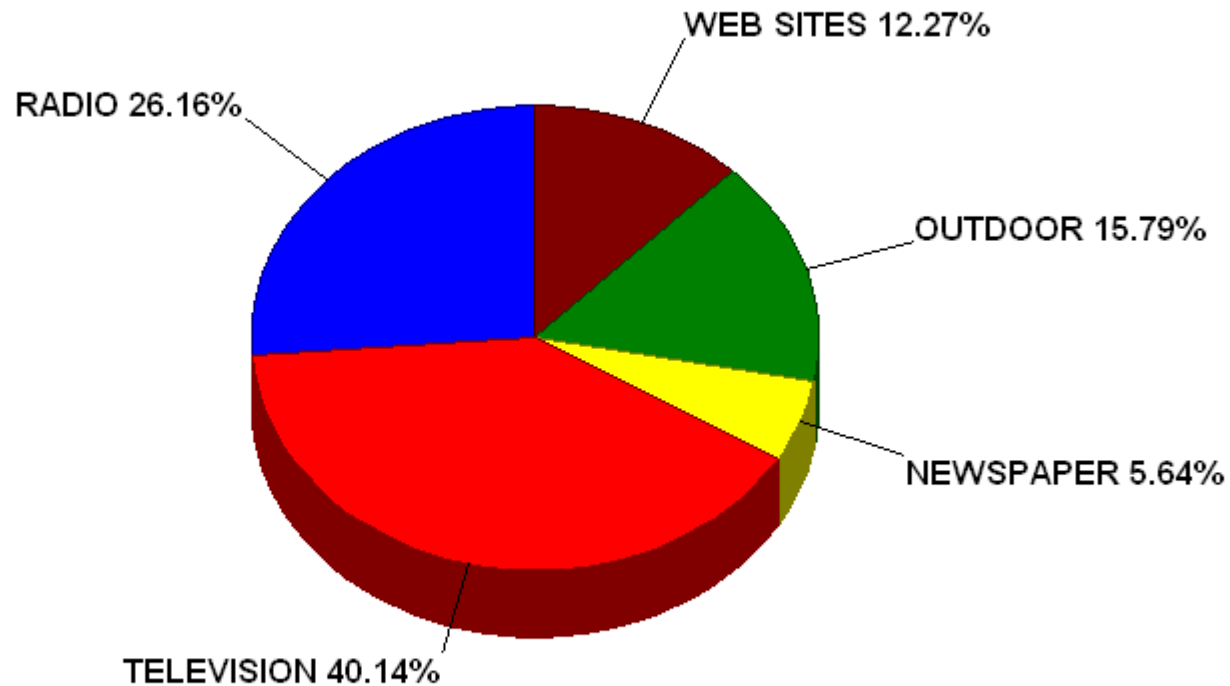
Television is the MOST TARGETED MEDIUM in reaching HANNAFORD CUSTOMERS.





MEDIA DAY ANALYSIS HANNAFORD SUPERMARKET CUSTOMERS

MEDIA DAY OF HANNAFORD SUPERMARKET CUSTOMERS

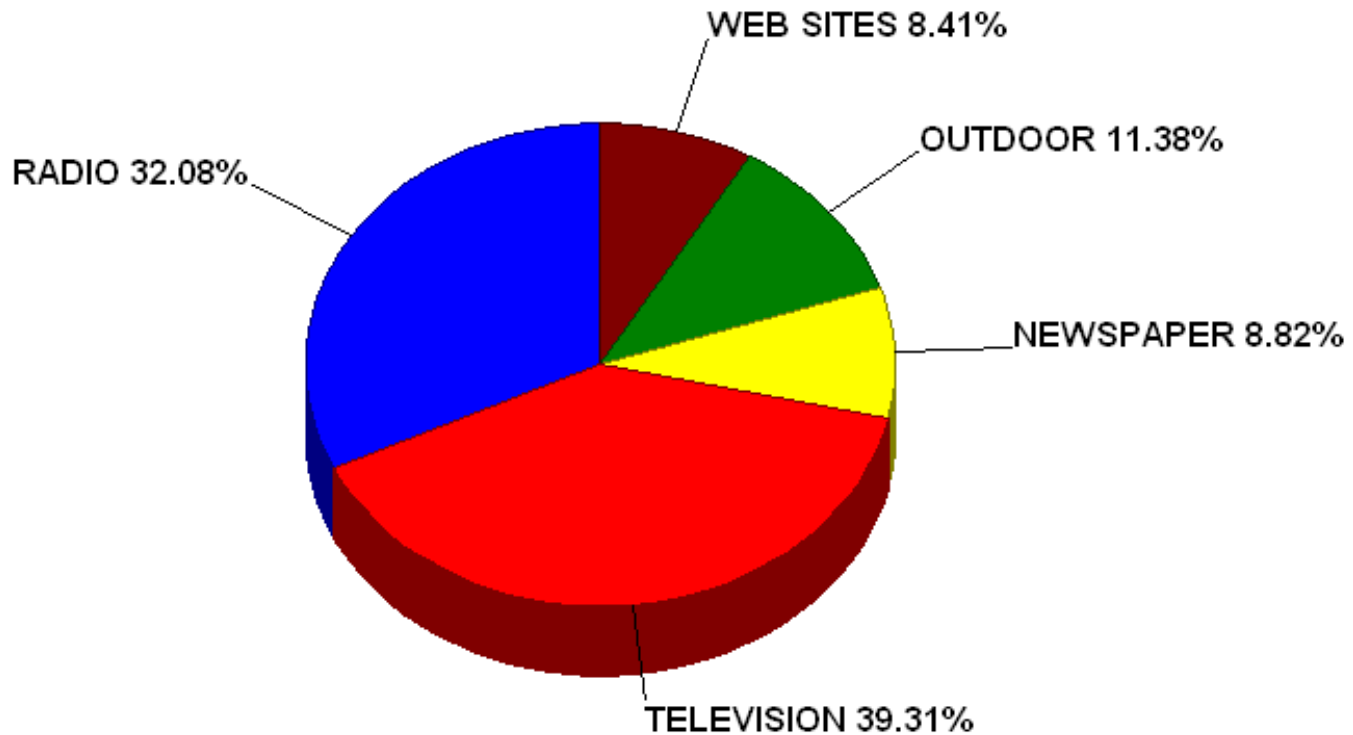


Over 40% of Hannaford Customers Media Day is Spent with Television



MEDIA DAY ANALYSIS VICTORY SUPER MARKET CUSTOMERS

MEDIA DAY OF VICTORY SUPER MARKET CUSTOMERS



Nearly 40% of Victory Customers Media Day is Spent with Television



HANNAFORD CUSTOMER PROFILE BOSTON DMA

Report: TARGET MARKET PROFILE REPORT
 Market: BOSTON, MA for DEC '04-JAN 2005
 Base: ADULTS
 Target: SHOP SUPERMARKET PAST WEEK--HANNAFORD



Base Population: 4,543,300

% In Target: 10.5%

Market Profile Groups	Market Profile Percent	Target Profile Percent	Index	0	100
MALES AGE 18 +	47.7	46.8	98		
FEMALES AGE 18 +	52.3	53.2	102		
AGE 18-20	5.3	6.1	116		
AGE 21-24	7.3	4.5	61		
AGE 25-34	17.5	19.9	114		
AGE 35-44	21.2	19.2	91		
AGE 45-49	10.4	10.2	98		
AGE 50-54	8.9	13.4	151		
AGE 55-64	13.3	13.6	102		
AGE 65-74	8.9	8.9	100		
AGE 75 +	7.3	4.2	58		
RACE--WHITE	80.0	87.1	109		
RACE--BLACK	4.2	1.5	36		
RACE--HISPANIC	6.4	8.0	125		
RACE--ASIAN	4.1	*	*		
RACE--OTHER	5.3	3.4	63		
UNDER \$25000	11.7	8.6	74		
\$25000-\$34999	10.0	11.5	114		
\$35000-\$49999	25.6	29.1	113		
\$50000-\$74999	18.1	24.0	133		
\$75000 PLUS	34.5	26.8	78		
H.S. OR LESS	5.0	7.6	151		
H.S. GRADUATE	30.3	28.5	94		
SOME COLLEGE	23.0	25.2	110		
COLLEGE DEGREE	25.0	21.9	88		
ADVANCED DEGREE	15.7	15.2	97		

- Almost equal gender split

- 59.9% 18-49
- 62.7% 25-54
- 56.3% 35-64

- 87.1% White

- 50.8% \$50K+

- Varied Education Levels



VICTORY SUPER MARKET CUSTOMER PROFILE BOSTON DMA

Report: TARGET MARKET PROFILE REPORT
 Market: BOSTON, MA for DEC '04-JAN 2005
 Base: ADULTS
 Target: SHOP SUPERMARKET PAST WEEK--VICTORY SUPERMARKET



Base Population: 4,543,300

% In Target: 6.0%

Market Profile Groups	Market Profile Percent	Target Profile Percent	Index	0	100	200
MALES AGE 18 +	47.7	40.1	84			
FEMALES AGE 18 +	52.3	59.9	115			
AGE 18-20	5.3	6.1	115			
AGE 21-24	7.3	*	*			
AGE 25-34	17.5	15.8	90			
AGE 35-44	21.2	16.2	77			
AGE 45-49	10.4	9.4	91			
AGE 50-54	8.9	8.3	93			
AGE 55-64	13.3	14.2	107			
AGE 65-74	8.9	13.0	145			
AGE 75 +	7.3	17.0	234			
RACE--WHITE	80.0	89.4	112			
RACE--BLACK	4.2	1.7	42			
RACE--HISPANIC	6.4	4.9	76			
RACE--ASIAN	4.1	*	*			
RACE--OTHER	5.3	4.0	75			
UNDER \$25000	11.7	18.0	154			
\$25000-\$34999	10.0	14.4	143			
\$35000-\$49999	25.6	23.8	93			
\$50000-\$74999	18.1	20.5	113			
\$75000 PLUS	34.5	23.4	68			
H.S. OR LESS	5.0	4.0	79			
H.S. GRADUATE	30.3	35.3	116			
SOME COLLEGE	23.0	27.1	118			
COLLEGE DEGREE	25.0	22.7	91			
ADVANCED DEGREE	15.7	10.2	65			

• Skews Female

• Older Age Skew

• 89.4% White

• 43.9% \$50K+

• Varied Education Levels

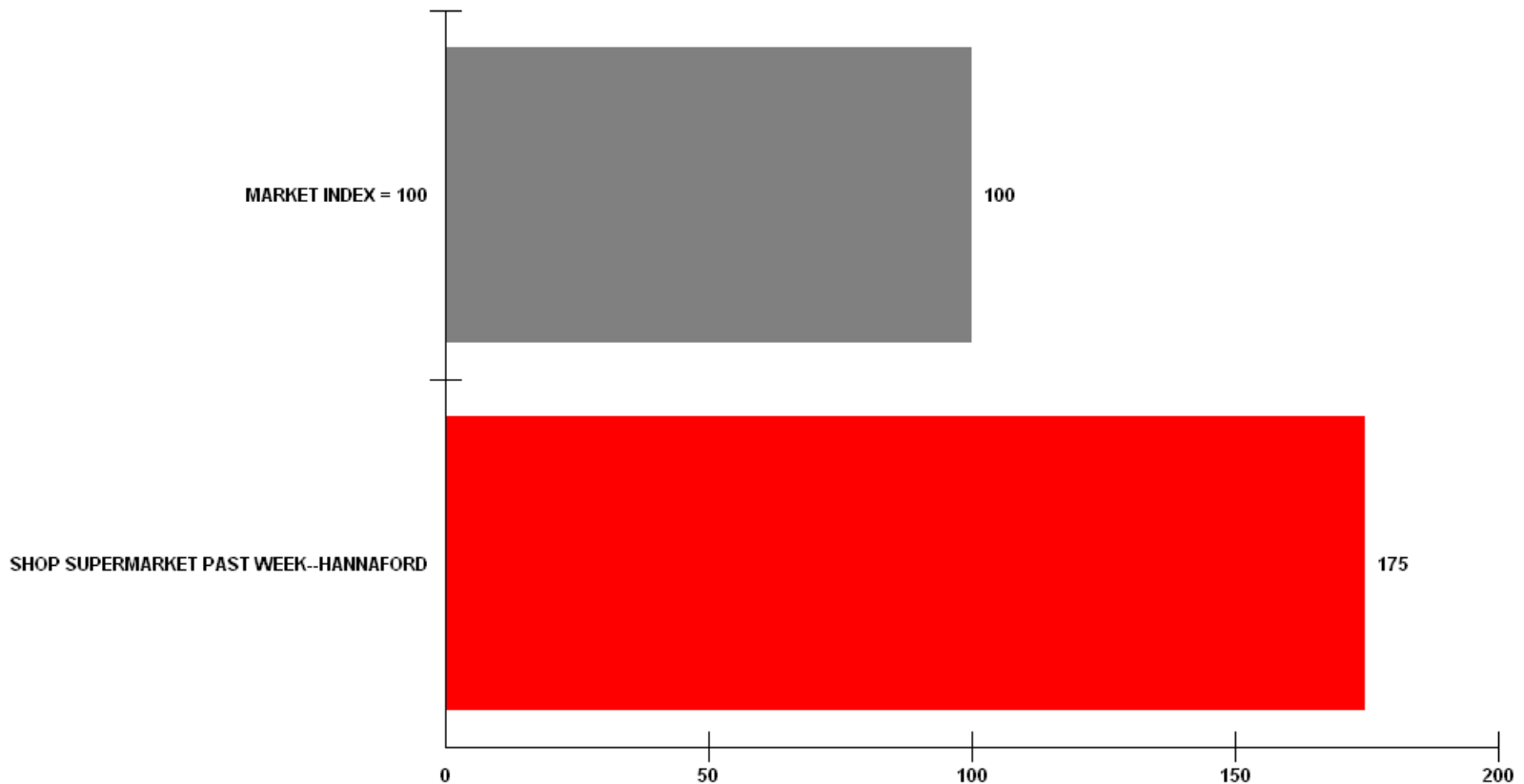


WNDS Viewers are 75% MORE LIKELY than the market average To be HANNAFORD CUSTOMERS

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: BOSTON, MA for DEC '04-JAN 2005
Base: ADULTS
Media: C50 WNDS IND TOTAL

Cume Index

HANNAFORD SUPERMARKETS CUSTOMERS





WNDS is the 2nd MOST HIGHLY TARGETED station in delivering HANAFORD CUSTOMERS.

Report: RANKER REPORT
Market: BOSTON, MA for DEC '04-JAN 2005
Base: ADULTS
Target: SHOP SUPERMARKET PAST WEEK--HANNAFORD

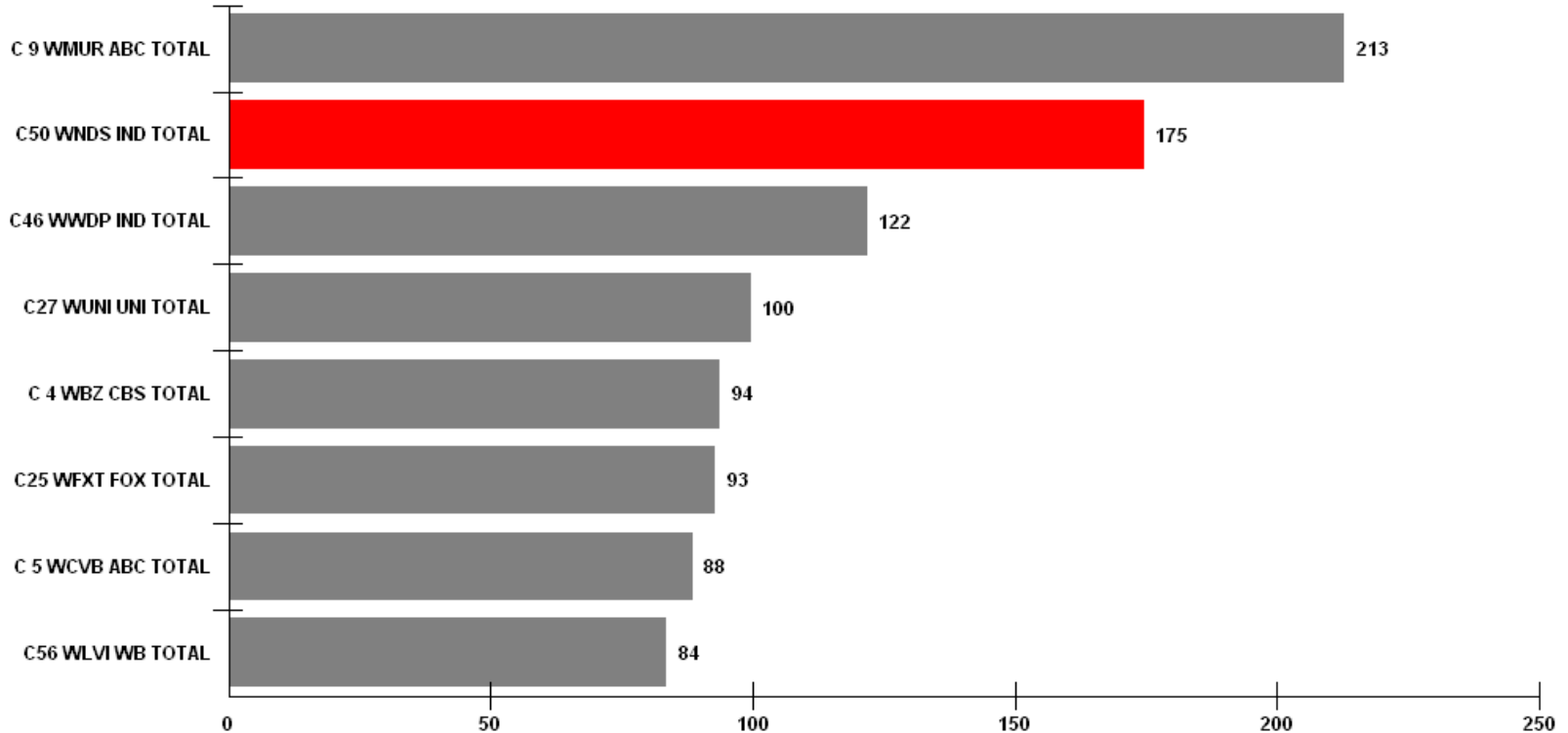
Cume Index

Base Population: 4,543,300

% In Target: 10.5%

Target Persons: 474,800

HANNAFORD CUSTOMERS - SHOPPED PAST WEEK





WHEN to advertise on WNDS-TV to most effectively reach HANNAFORD SUPERMARKET CUSTOMERS.

ALL WNDS Time Periods are highly targeted in reaching HANNAFORD Customers.

Report:	RANKER REPORT		
Market:	BOSTON, MA for DEC '04-JAN 2005		
Base:	ADULTS		
Target:	SHOP SUPERMARKET PAST WEEK--HANNAFORD		
Base Population: 4,543,300		% In Target: 10.5%	
Rank	Media	Cume Index	
			0 100 200 300
1	C50 WNDS IND 5-7 AM	243	
2	C50 WNDS IND 11-11:3	189	
3	C50 WNDS IND 7:3-8PM	187	
4	C50 WNDS IND 8-11PM	182	
5	C50 WNDS IND 5-6PM	180	
6	C50 WNDS IND 11:3-1A	178	
7	C50 WNDS IND 7-7:3PM	177	
8	C50 WNDS IND 6-7PM	177	
9	C50 WNDS IND 4-5 PM	162	
10	C50 WNDS IND 7-9 AM	162	
11	C50 WNDS IND 9AM-4PM	140	