



298,600 consumers have read one or more of the past four issues of N'Digo!

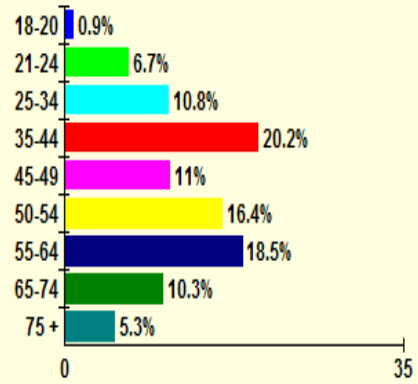
174,200 readers per average issue

Report: MEDIA QUICK PROFILE	THE MEDIA AUDIT	All Groups TOTAL
Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007		
Bases: ADULTS AGE 18+		
Media: N'DIGO		
Base Population: 6,926,000	% in Media: 4.3	Media Persons: 298,600

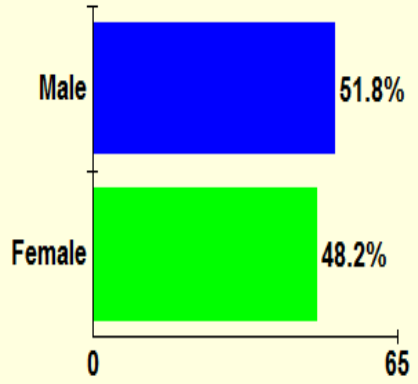
The Audience Has...

Total Income: \$18,932,000,000
Annual Mean Income: \$63,445
Mean Age: 48
Home Owners: 66%
Mean Home Value: \$262,423
Mean Miles Driven Past Week: 170

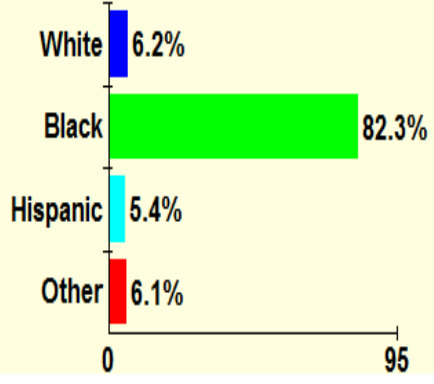
Age Analysis



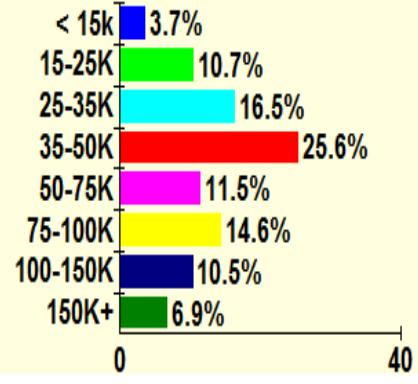
Gender Profile



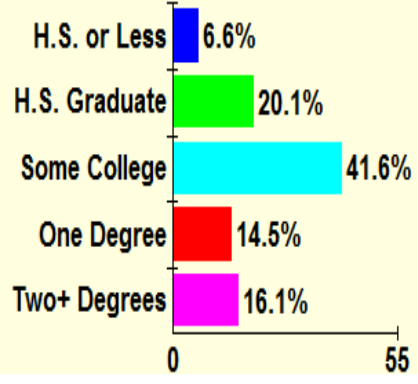
Ethnicity Profile



Annual Income



Education Profile



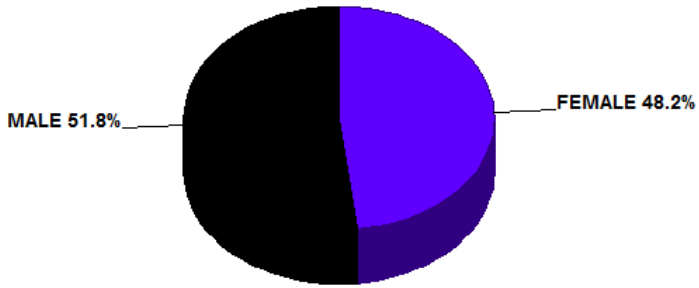


24% of ALL African Americans in Chicago read N'Digo!

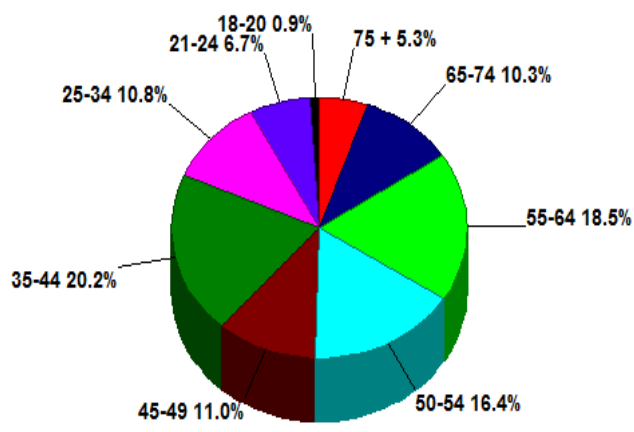
1 in 8 read every issue!



N'Digo Gender Profile



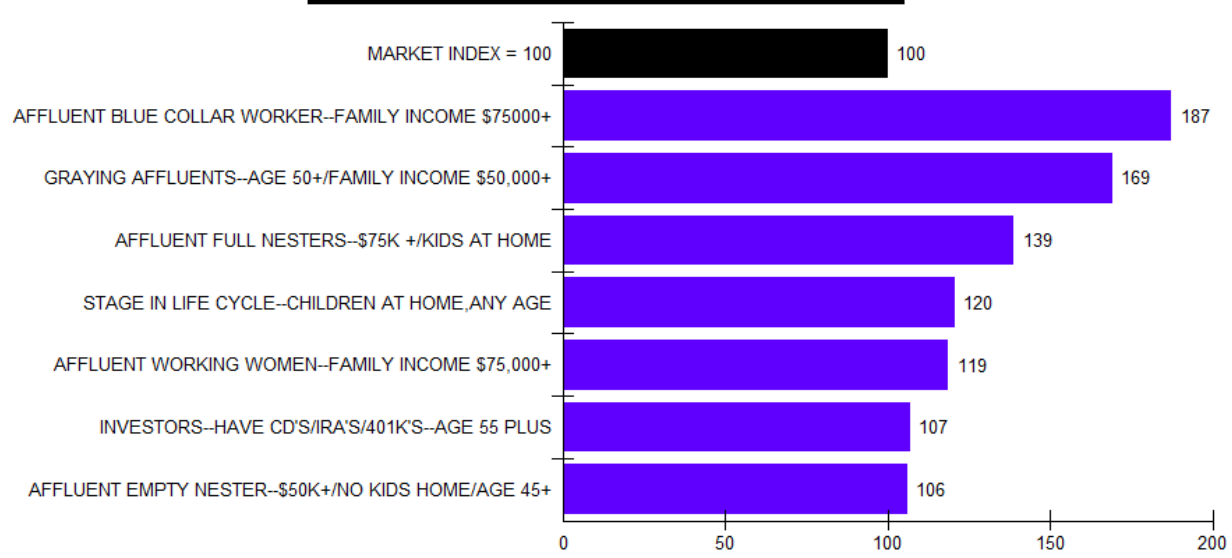
Age Analysis



Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007
 Bases: ADULTS AGE 18+
 Media: N'DIGO

THE MEDIA AUDIT Cume Index

N'Digo Readers are Affluent Families!





African Americans are 22% more likely than the average person to buy furniture this year!

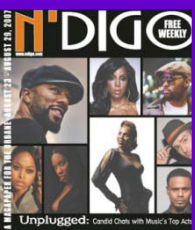
**THE MEDIA AUDIT
TARGET MARKET PROFILE REPORT**

REPORT MARKET: CHICAGO, IL
 REPORT BASE: ADULTS AGE 18+
 REPORT PERIOD: JUN-AUG/NOV-DEC 2007
 TARGET: PLAN BUY NEXT 12 MONTHS-NEW FURNITURE

BASE POPULATION: 8,326,000 % IN TARGET: 19.0% TARGET PERSONS: 1,364,400

MARKET PROFILE GROUPS	MARKET PROFILE PERCENT	TARGET PROFILE PERCENT	INDEX	0	100	200	300
GENDERS--MALE	48.4	48.3	95				
GENDERS--FEMALE	51.6	53.7	104				
AGES--18-20	7.5	6.6	88				
AGES--21-24	5.2	5.8	110				
AGES--25-34	18.6	17.5	94				
AGES--35-44	20.4	30.3	148				
AGES--45-49	10.2	12.4	121				
AGES--50-54	9.2	7.5	81				
AGES--55-64	13.7	11.8	85				
AGES--65-74	8.0	6.0	75				
AGES--75 +	7.1	2.1	29				
ETHNICITY--WHITE	55.6	50.8	91				
ETHNICITY--BLACK	16.5	20.3	122				
ETHNICITY--HISPANIC	17.5	18.7	95				
ETHNICITY--ASIAN	5.3	5.7	107				
INCOME--< 15K	4.2	1.7	40				
INCOME--15K-25K	10.3	6.6	64				
INCOME--25K-35K	14.2	11.1	78				
INCOME--35K-50K	23.2	22.1	95				
INCOME--50K-75K	17.3	17.6	101				
INCOME--75K-100K	11.8	12.9	111				
INCOME--100K-150K	11.6	15.3	131				
INCOME--150K+	7.6	12.6	165				
EDUCATION--H.S. OR LESS	9.4	8.5	90				
EDUCATION--H.S. GRADUATE	26.9	20.7	78				
EDUCATION--SOME COLLEGE	24.9	28.5	108				
EDUCATION--COLLEGE DEGREE	23.9	28.0	117				
EDUCATION--ADVANCED DEGREE	14.4	15.6	108				

**20% of
Chicagoans in
Cook County,
who will buy
furniture this
year are Black!**



Report: MEDIA PROFILE REPORT
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007
 Bases: ADULTS AGE 18+
 Media: N'DIGO
 Target: PLAN BUY NEXT 12 MONTHS--NEW FURNITURE

THE MEDIA AUDIT

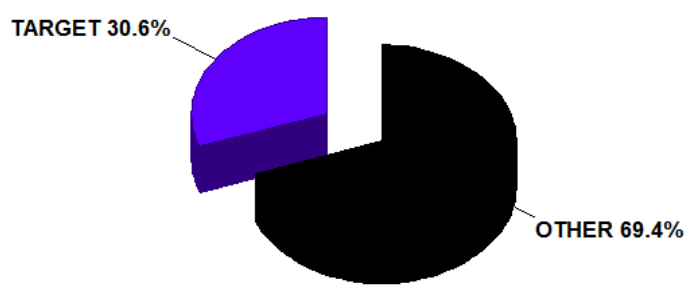
All Groups

Media Persons: 298,600

Target Percent: 30.6%

Target Persons: 91,400

1 in 3 N'Digo Readers are in the Market for Furniture This Year!



Report: MEDIA QUICK PROFILE
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007
 Bases: PLAN BUY NEXT 12 MONTHS--NEW FURNITURE
 Media: N'DIGO

THE MEDIA AUDIT

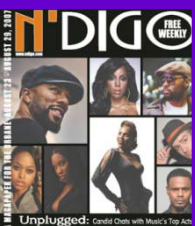
All Groups
TOTAL

Base Population: 1,354,400

% in Media: 6.7

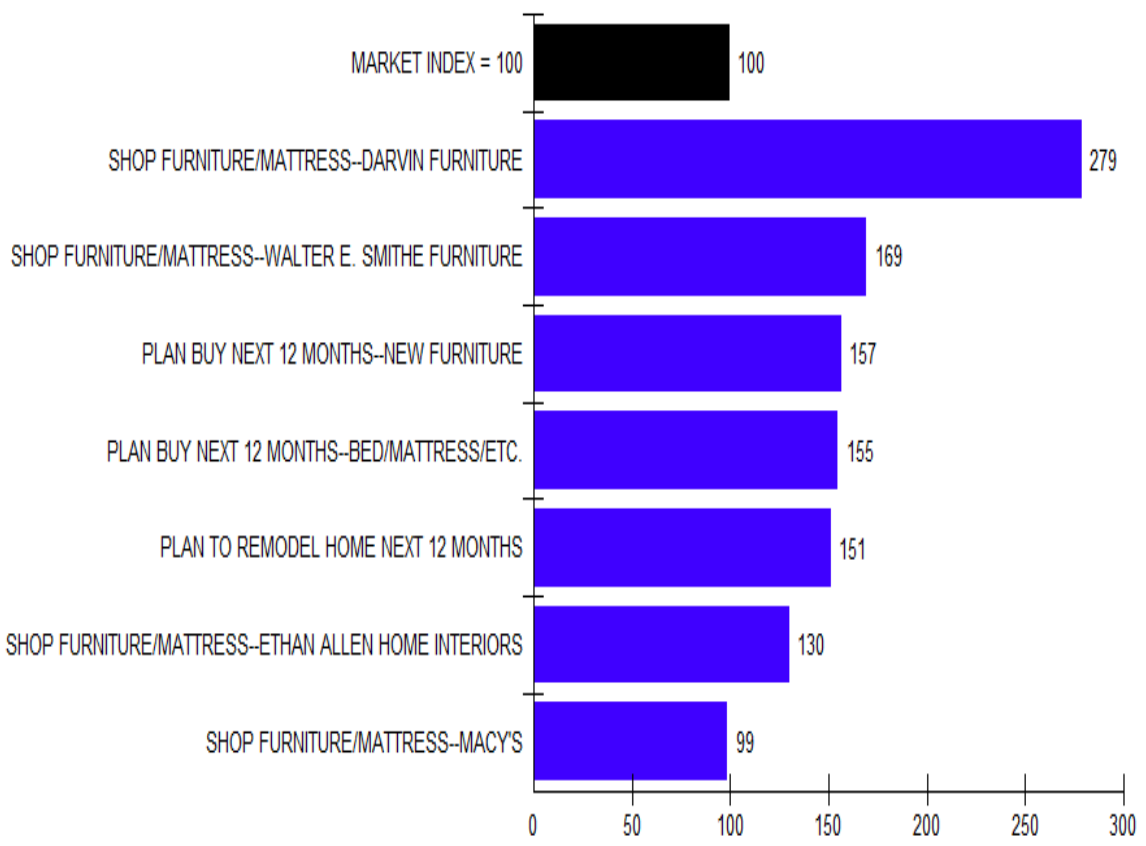
Media Persons: 91,400

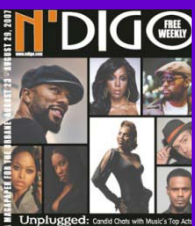
<h3>The Audience Has...</h3> <ul style="list-style-type: none"> Total Income: \$5,596,250,000 Annual Mean Income: \$61,228 Mean Age: 46 Home Owners: 53% Mean Home Value: \$221,429 Mean Miles Driven Past Week: 189 	<h3>Age Analysis</h3> <table border="1"> <tr><td>21-24</td><td>5.4%</td></tr> <tr><td>25-34</td><td>6.8%</td></tr> <tr><td>35-44</td><td>40%</td></tr> <tr><td>45-49</td><td>9.3%</td></tr> <tr><td>50-54</td><td>10.8%</td></tr> <tr><td>55-64</td><td>21.6%</td></tr> <tr><td>65-74</td><td>6%</td></tr> </table>	21-24	5.4%	25-34	6.8%	35-44	40%	45-49	9.3%	50-54	10.8%	55-64	21.6%	65-74	6%	<h3>Gender Profile</h3> <table border="1"> <tr><td>Male</td><td>57.4%</td></tr> <tr><td>Female</td><td>42.6%</td></tr> </table>	Male	57.4%	Female	42.6%														
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<h3>Ethnicity Profile</h3> <table border="1"> <tr><td>White</td><td>4.2%</td></tr> <tr><td>Black</td><td>74.2%</td></tr> <tr><td>Hispanic</td><td>15.3%</td></tr> <tr><td>Other</td><td>6.3%</td></tr> </table>	White	4.2%	Black	74.2%	Hispanic	15.3%	Other	6.3%	<h3>Annual Income</h3> <table border="1"> <tr><td>15-25K</td><td>13.3%</td></tr> <tr><td>25-35K</td><td>12.4%</td></tr> <tr><td>35-50K</td><td>29.4%</td></tr> <tr><td>50-75K</td><td>15.5%</td></tr> <tr><td>75-100K</td><td>18.6%</td></tr> <tr><td>100-150K</td><td>4.8%</td></tr> <tr><td>150K+</td><td>5.9%</td></tr> </table>	15-25K	13.3%	25-35K	12.4%	35-50K	29.4%	50-75K	15.5%	75-100K	18.6%	100-150K	4.8%	150K+	5.9%	<h3>Education Profile</h3> <table border="1"> <tr><td>H.S. or Less</td><td>12.4%</td></tr> <tr><td>H.S. Graduate</td><td>27.6%</td></tr> <tr><td>Some College</td><td>31.5%</td></tr> <tr><td>One Degree</td><td>8.5%</td></tr> <tr><td>Two+ Degrees</td><td>20%</td></tr> </table>	H.S. or Less	12.4%	H.S. Graduate	27.6%	Some College	31.5%	One Degree	8.5%	Two+ Degrees	20%
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Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT THE MEDIA AUDIT Cume Index
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007
 Bases: ADULTS AGE 18+
 Media: N'DIGO

N'Digo Readers are 179% More Likely to Shop at Darvin Furniture!



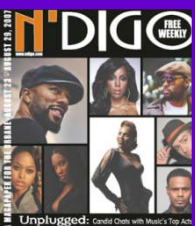


Where have N'Digo Readers Previously Shopped for Furniture?

THE MEDIA AUDIT
MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Cume Index

REPORT MARKET: CHICAGO, IL
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: JUN-AUG/NOV-DEC 2007
MEDIA: N'DIGO

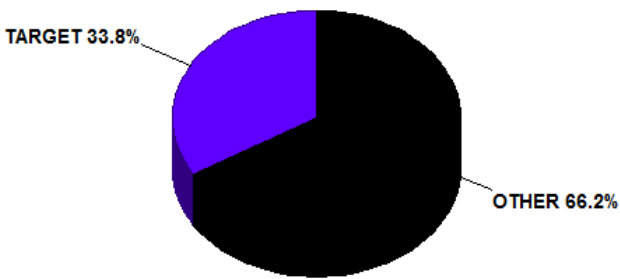
TARGETS	MARKET PROFILE PERCENT	AUDIENCE PROFILE PERCENT	AUDIENCE PROFILE INDEX	
MARKET INDEX = 100	100.0	100	100	
SHOP FURNITURE/MATTRESS-DARVIN FURNITURE	4.2	11.8	279	
SHOP FURNITURE/MATTRESS-VALUE CITY FURNITURE	6.8	15.0	220	
SHOP FURNITURE/MATTRESS-CARSON PIRIE SCOTT	6.0	11.8	197	
SHOP FURNITURE/MATTRESS-HARLEM FURNITURE	9.6	18.9	196	
SHOP FURNITURE/MATTRESS-WALTER E. SMITHE FURNITURE	3.5	5.9	169	
PLAN BUY NEXT 12 MONTHS-NEW FURNITURE	19.6	30.6	157	
SHOP FURNITURE/MATTRESS-ETHAN ALLEN HOME INTERIORS	1.5	1.9	130	
SHOP FURNITURE/MATTRESS-WICKES FURNITURE SHOWROOMS	12.7	16.3	128	
SHOP FURNITURE/MATTRESS-SEARS	8.5	10.5	125	
SHOP FURNITURE/MATTRESS-MACY'S	5.0	5.0	99	
SHOP FURNITURE/MATTRESS-JC PENNEY	3.9	2.9	76	
SHOP FURNITURE/MATTRESS-LA-Z-BOY FURNITURE GALLERIES	2.2	1.4	64	
SHOP FURNITURE/MATTRESS-ASHLEY FURNITURE HOMESTORE	2.1	1.0	48	
SHOP FURNITURE/MATTRESS-AMERICAN MATTRESS	6.4	2.9	45	
SHOP FURNITURE/MATTRESS-IKEA	6.3	*	*	



Report: MEDIA PROFILE REPORT THE MEDIA AUDIT All Groups
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007
 Bases: ADULTS AGE 18+
 Media: N'DIGO
 Target: PLAN TO REMODEL HOME NEXT 12 MONTHS

Media Persons: 298,600 Target Percent: 33.8% Target Persons: 101,000

Greater than 1 in 3 N'Digo Readers are Remodeling this Year!



Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT THE MEDIA AUDIT Most Often Index
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007
 Bases: ADULTS AGE 18+
 Media: N'DIGO

N'Digo Readers are Investing In and Furnishing their Homes this Year!

