

DELIVERING



BEST CUSTOMER PROSPECTS

March 14, 2007

Report: TARGET PROFILE REPORT
 Market: NEW YORK, NY for AUG-OCT 2006
 Bases: ADULTS AGE 18+
 Target: MALLS SHOPPED OFTEN--KINGS PLAZA SHOPPING CENTER

THE MEDIA AUDIT

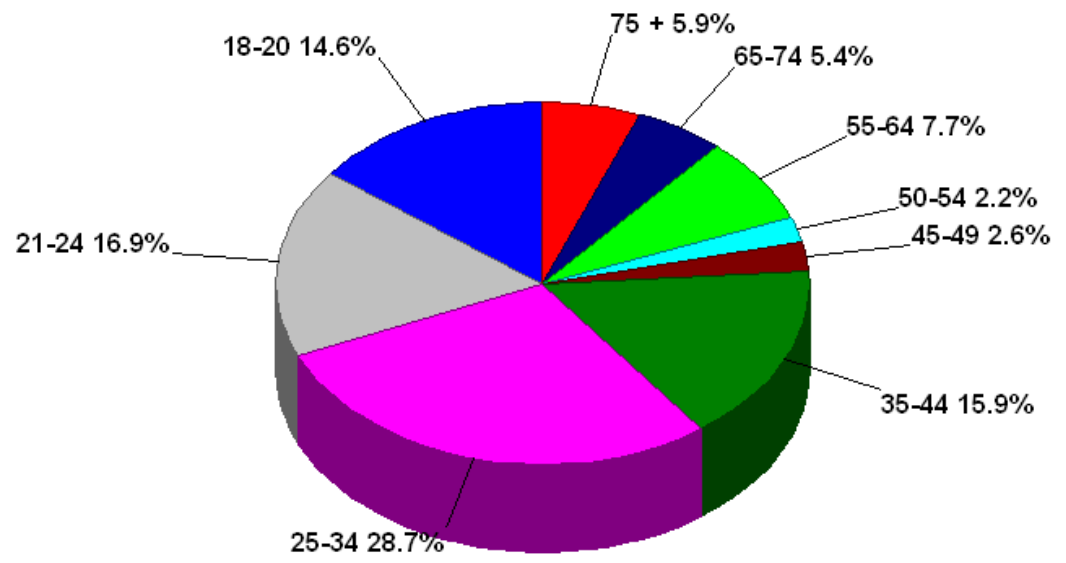
Age Analysis

Base Population: 14,293,700

% In Target: 5.1%

Target Persons: 726,500

KINGS PLAZA CUSTOMER AGE ANALYSIS



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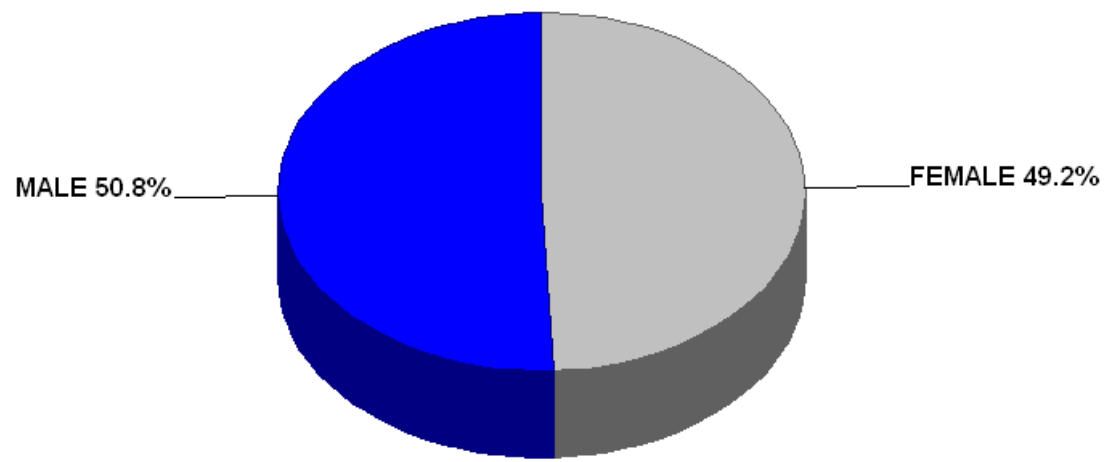
Gender Profile

Base Population: 14,293,700

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KINGS PLAZA CUSTOMER GENDER PROFILE



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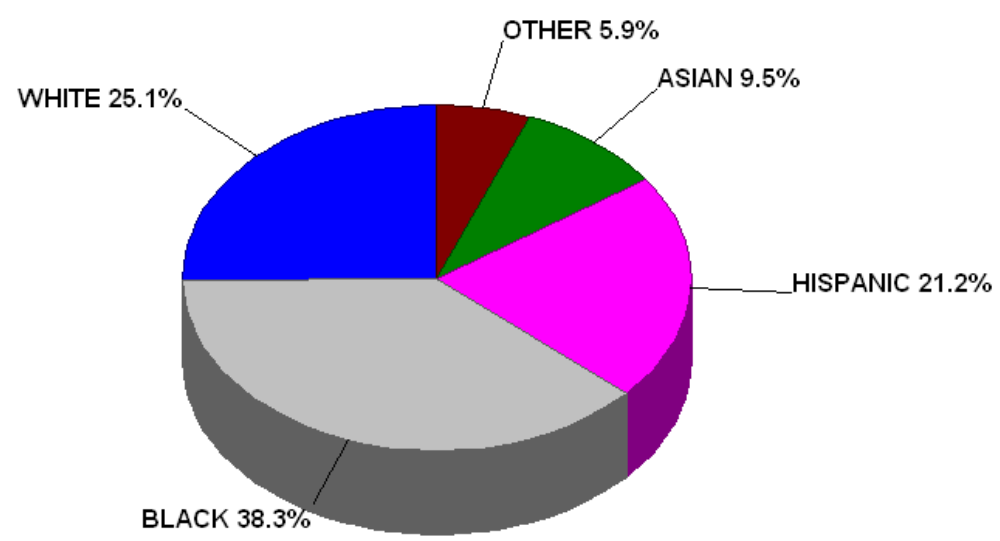
Ethnicity Profile

Base Population: 14,293,700

% In Target: 5.1%

Target Persons: 726,500

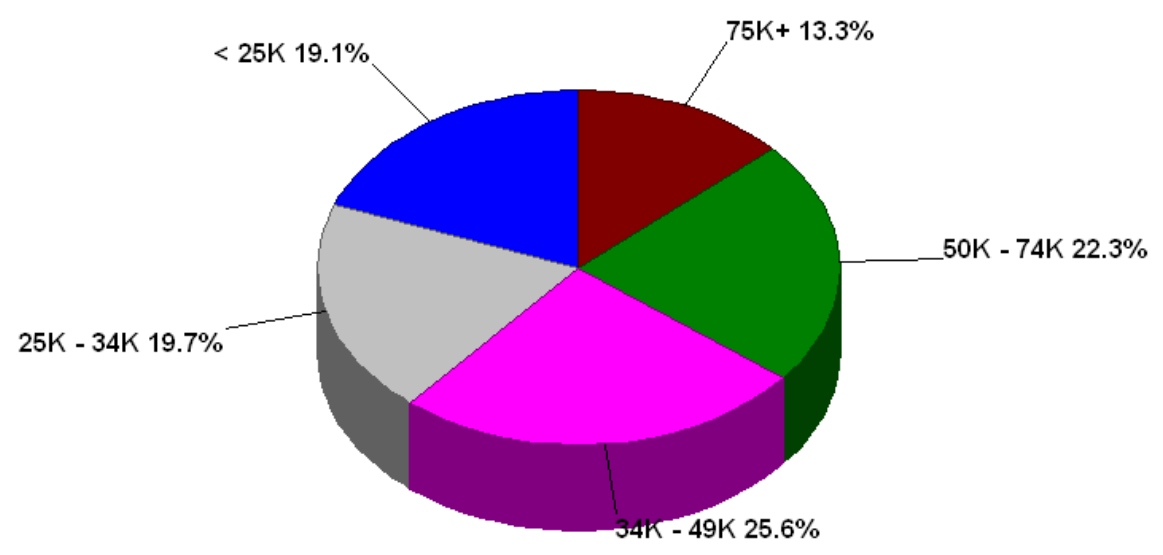
KINGS PLAZA CUSTOMER ETHNICITY PROFILE



Report: TARGET PROFILE REPORT THE MEDIA AUDIT Annual Income
Market: NEW YORK, NY for AUG-OCT 2006
Bases: ADULTS AGE 18+
Target: MALLS SHOPPED OFTEN--KINGS PLAZA SHOPPING CENTER

Base Population: 14,293,700 % In Target: 5.1% Target Persons: 726,500

KINGS PLAZA CUSTOMER ANNUAL INCOME PROFILE



Report: TARGET PROFILE REPORT
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Target: MALLS SHOPPED OFTEN--KINGS PLAZA SHOPPING CENTER

THE MEDIA AUDIT

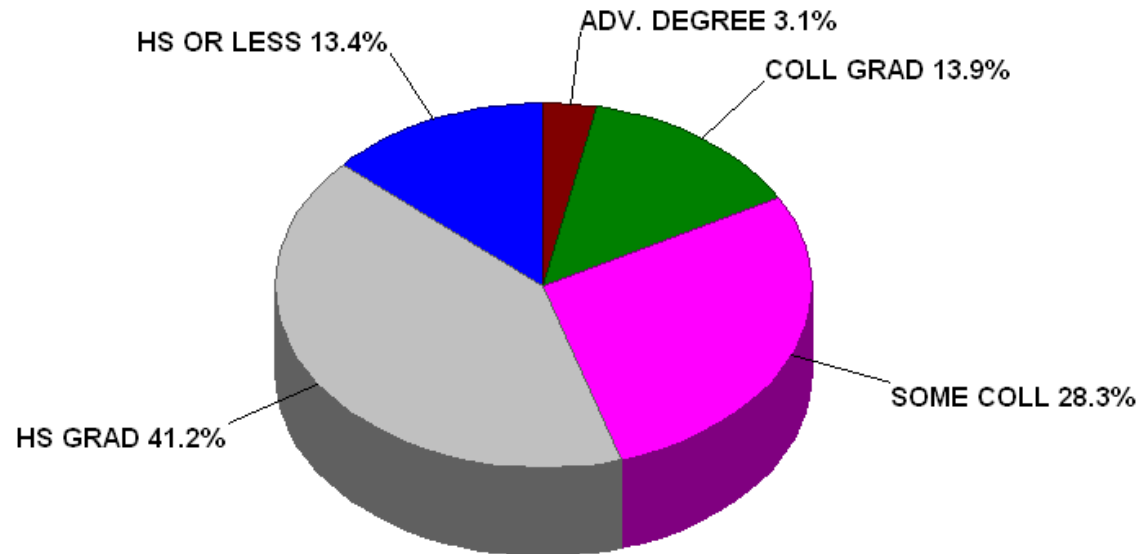
Education Profile

Base Population: 14,293,700

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KINGS PLAZA CUSTOMER EDUCATION PROFILE



PROFILE COMPARISON











































THE MEDIA AUDIT
TARGET VS. MEDIA PROFILE REPORT
ADULTS AGE 18+

Report Market: NEW YORK, NY
Report Period: AUG-OCT 2006
MEDIA: CARIBBEAN LIFE
TARGET: MALLS SHOPPED OFTEN-KINGS PLAZA SHOPPING CENTER

CUME

TARGET PERSONS: 726,500

MEDIA PERSONS: 859,200

MARKET PROFILE GROUPS	TARGET PERCENT		60	MEDIA PERCENT		60
GENDERS						
MALE	50.8			47.0		
FEMALE	49.2			53.0		
AGES						
18-20	14.6			15.7		
21-24	16.9			8.2		
25-34	28.7			13.7		
35-44	15.9			25.8		
45-49	2.6			8.5		
50-54	2.2			10.3		
55-64	7.7			10.4		
65-74	5.4			5.4		
75 +	5.9			1.9		
ETHNICITY						
WHITE	25.1			5.2		
BLACK	38.3			58.0		
HISPANIC	21.2			24.7		
ASIAN	9.5			7.8		
INCOME						
< 25K	19.1			9.3		
25K - 34K	19.7			20.3		
34K - 49K	25.6			27.5		
50K - 74K	22.3			18.4		
75K+	13.3			24.6		

Caribbean Life Super-Serves Kings Plaza's Prime Demo Adults 18-49

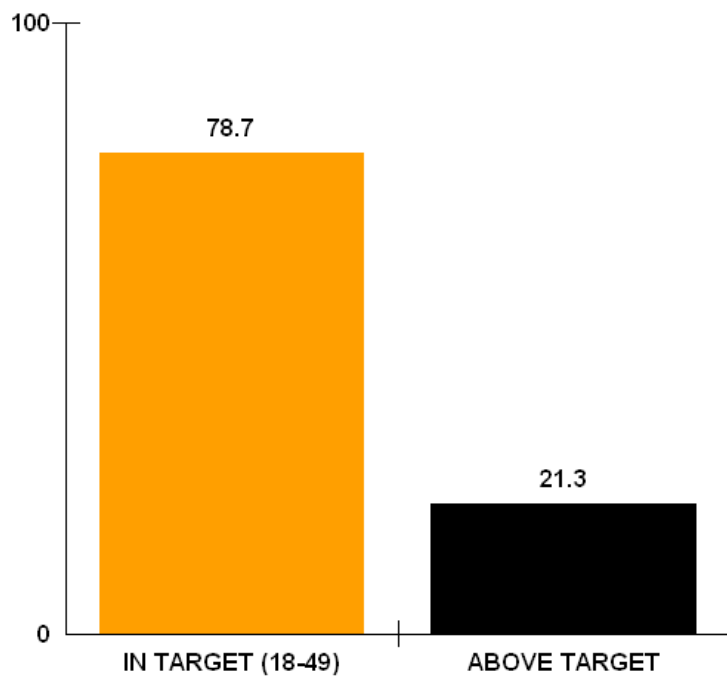
Report: AGE DEMO ANALYSIS
Market: NEW YORK, NY for AUG-OCT 2006
Bases: ADULTS AGE 18+
Media: CARIBBEAN LIFE
Target: MALLS SHOPPED OFTEN--KINGS PLAZA SHOPPING CENTER
Total Market Persons: 14,293,700
Total Market Persons: 14,293,700

THE MEDIA AUDIT

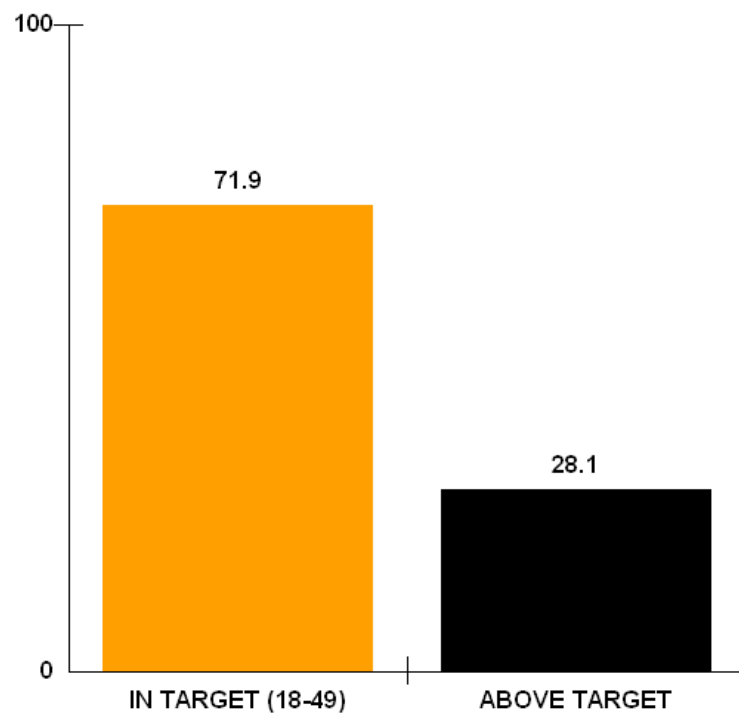
Media Percent: 6.0%
Target Percent: 5.1%

Media Persons: 859,200
Target Persons: 726,500

MALLS SHOPPED OFTEN--KINGS PLAZA SHOPPING CENTER



CARIBBEAN LIFE



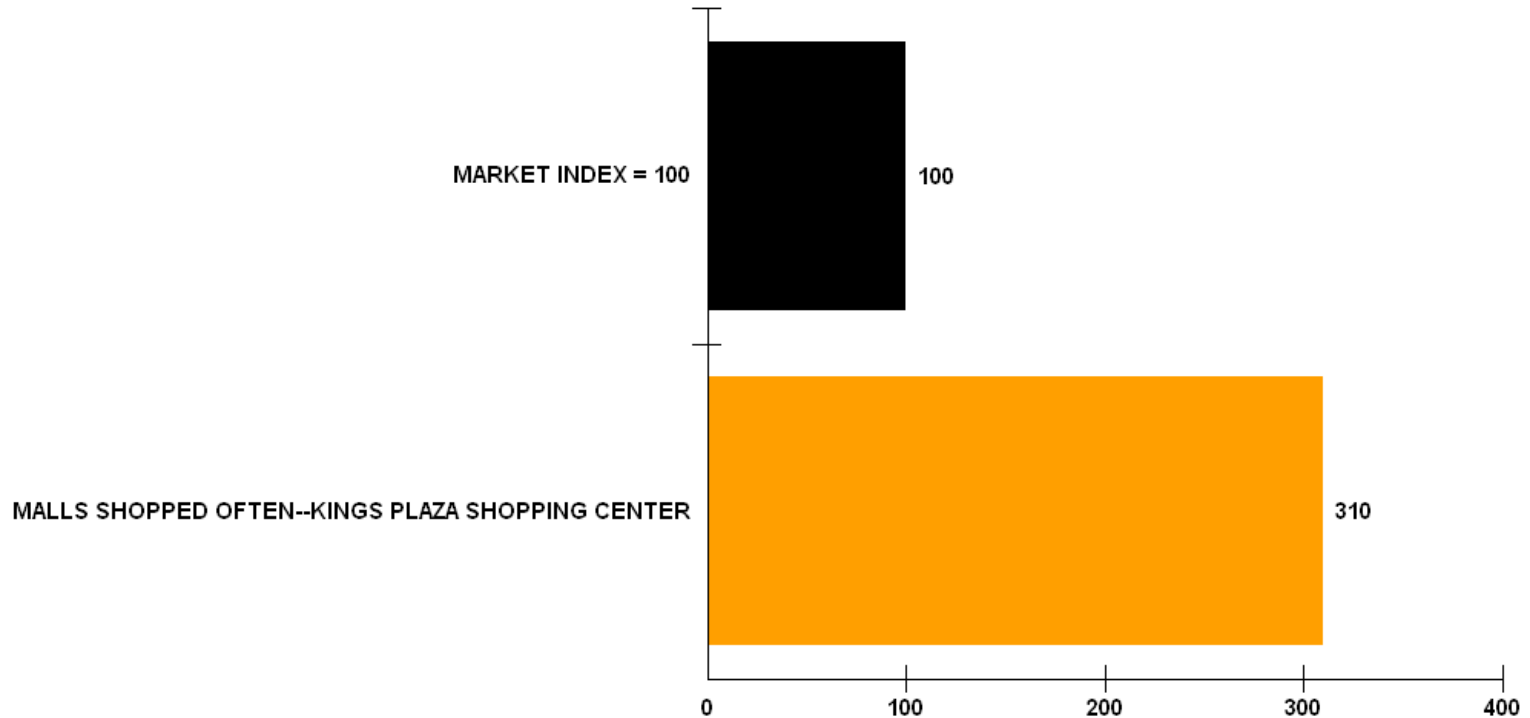
Caribbean Life is Highly Targeted and Efficient in Delivering Kings Plaza Shoppers

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: NEW YORK, NY for AUG-OCT 2006
Bases: ADULTS AGE 18+
Media: CARIBBEAN LIFE

THE MEDIA AUDIT

Cume Index

Caribbean Life Readers are 210% More Likely than Market Avg. to Shop Kings Plaza



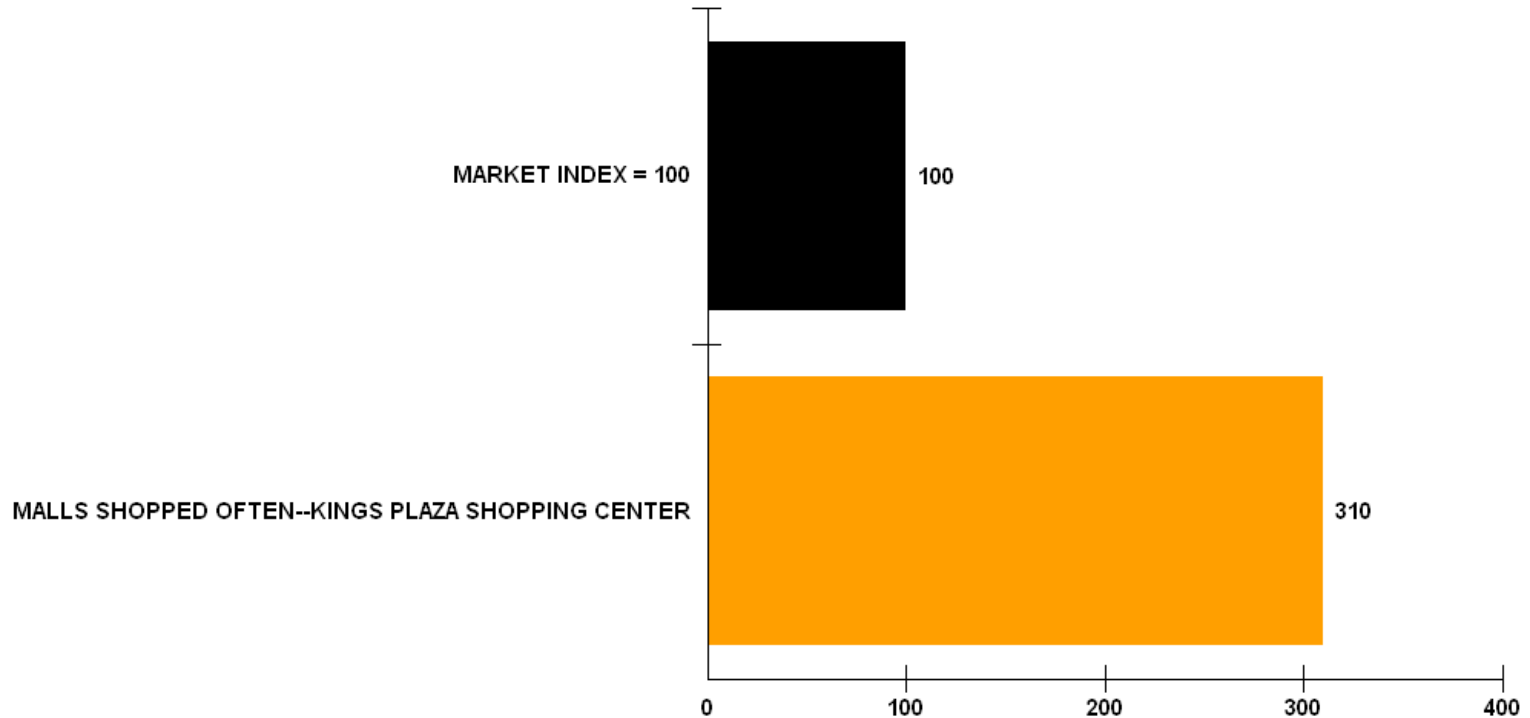
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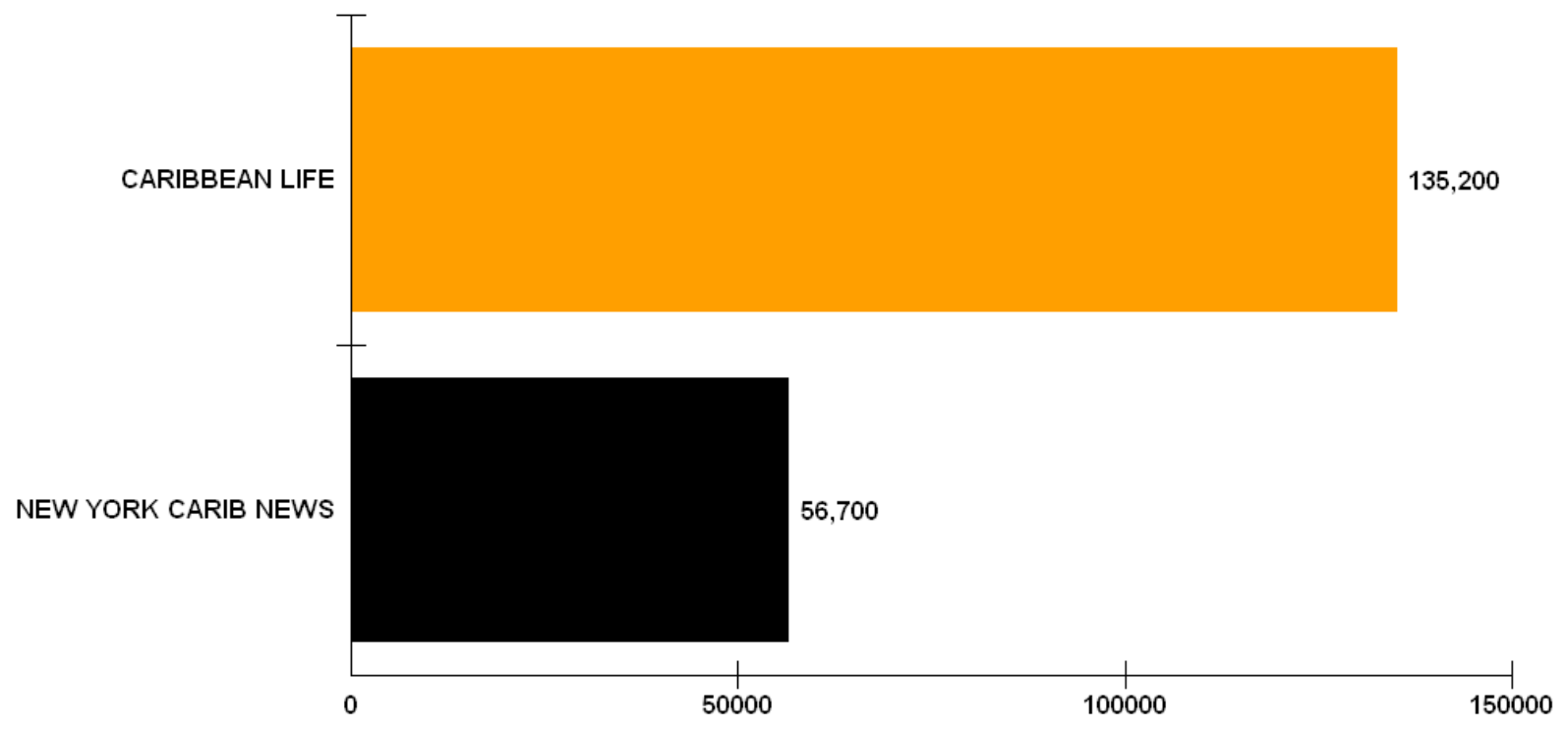
Cume Index

Caribbean Life Readers are 210% More Likely than Market Avg. to Shop Kings Plaza



Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings
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Caribbean Life Reaches MORE Kings Plaza Shoppers than NY Carairb News



Caribbean Life Reaches MORE KINGS PLAZA SHOPPERS than all but one Section of the Daily News.

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KINGS PLAZA SHOPPERS

