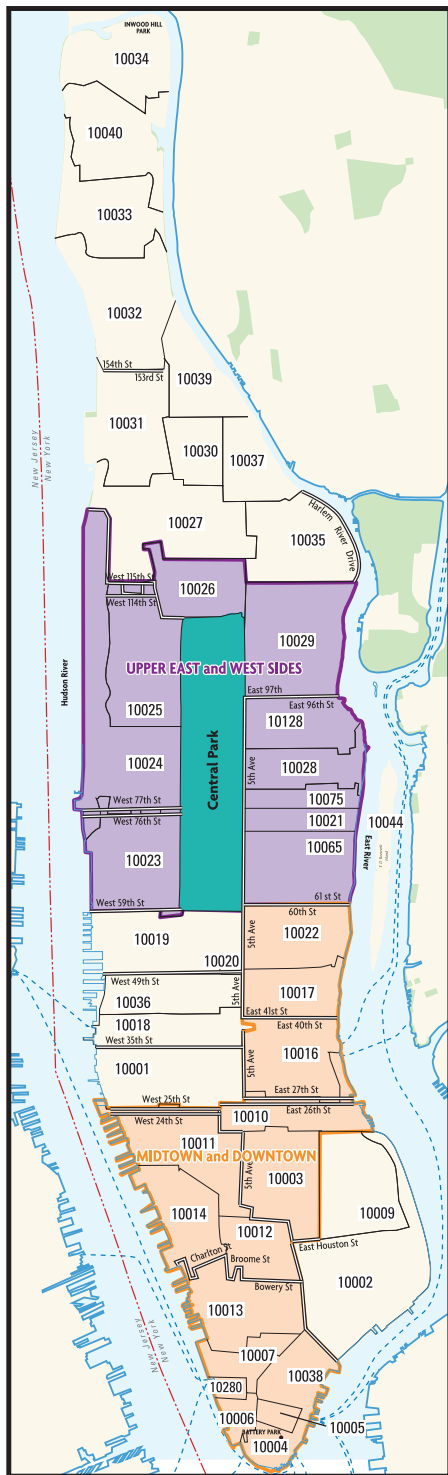




Manhattan, NY Demographics

TARGET THE SHOPPERS IN THIS MARKET

reFresh reCharge reNew™ is mailed to households with the following average demographics:



Market	Midtown & Downtown	Upper East & West Sides
Average Age ¹	43	45
Average Income ¹	\$ 193,523	\$ 215,521
# in Household ¹	1.5	1.8
Average Home Value ¹	\$ 760,263	\$ 963,739
Mail Quantity ²	50,000	50,000

1. Demographic data from infoUSA, 2007.

2. Mail Quantity figures are based on the total number of copies scheduled for mailing based on prior experience and continuing business and market analysis. Actual number of magazines mailed may vary and is subject to change without notice. It is possible not all magazines printed will be mailed.

