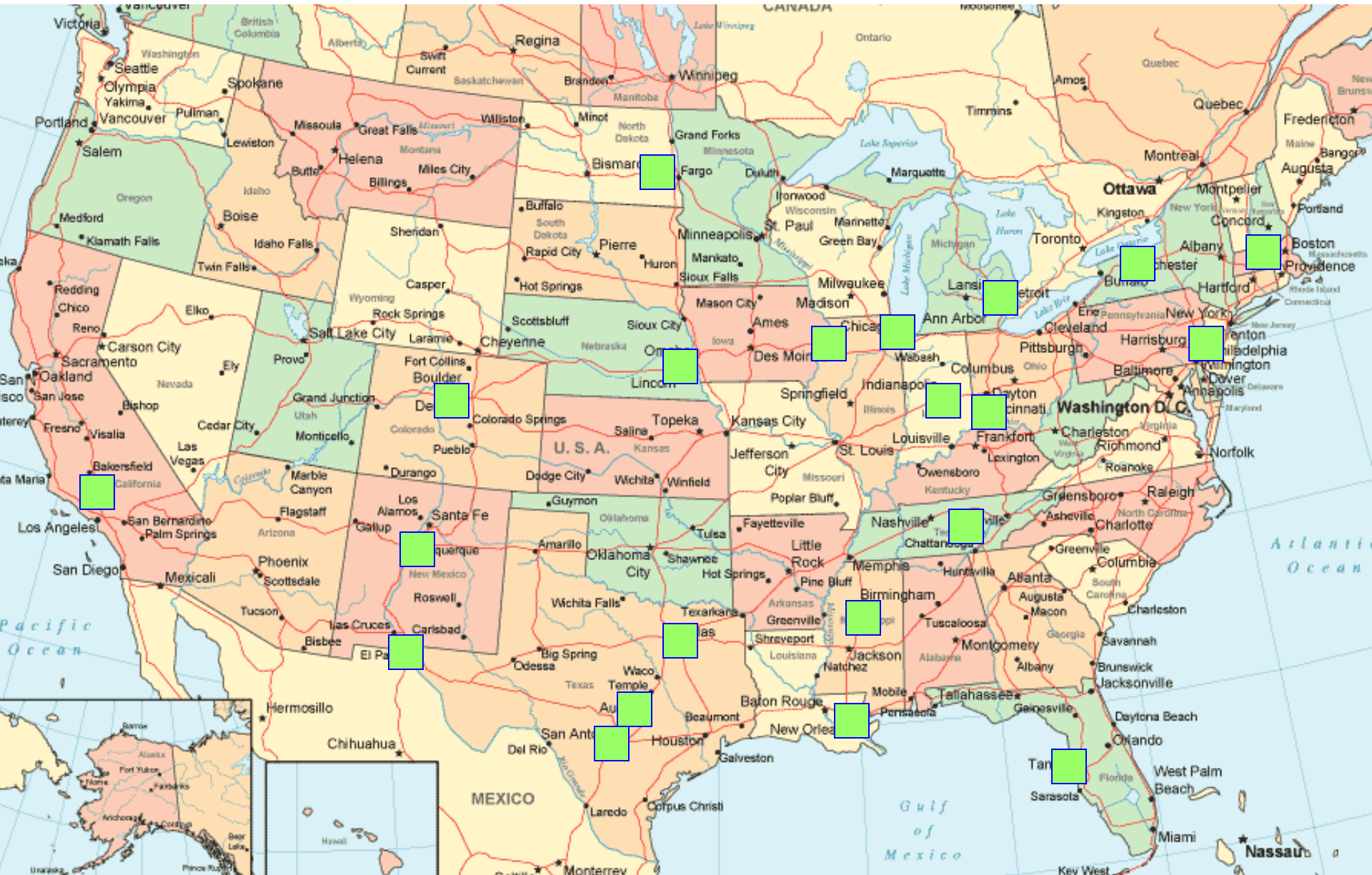




Navy Weeks 2011

2011 Navy Weeks



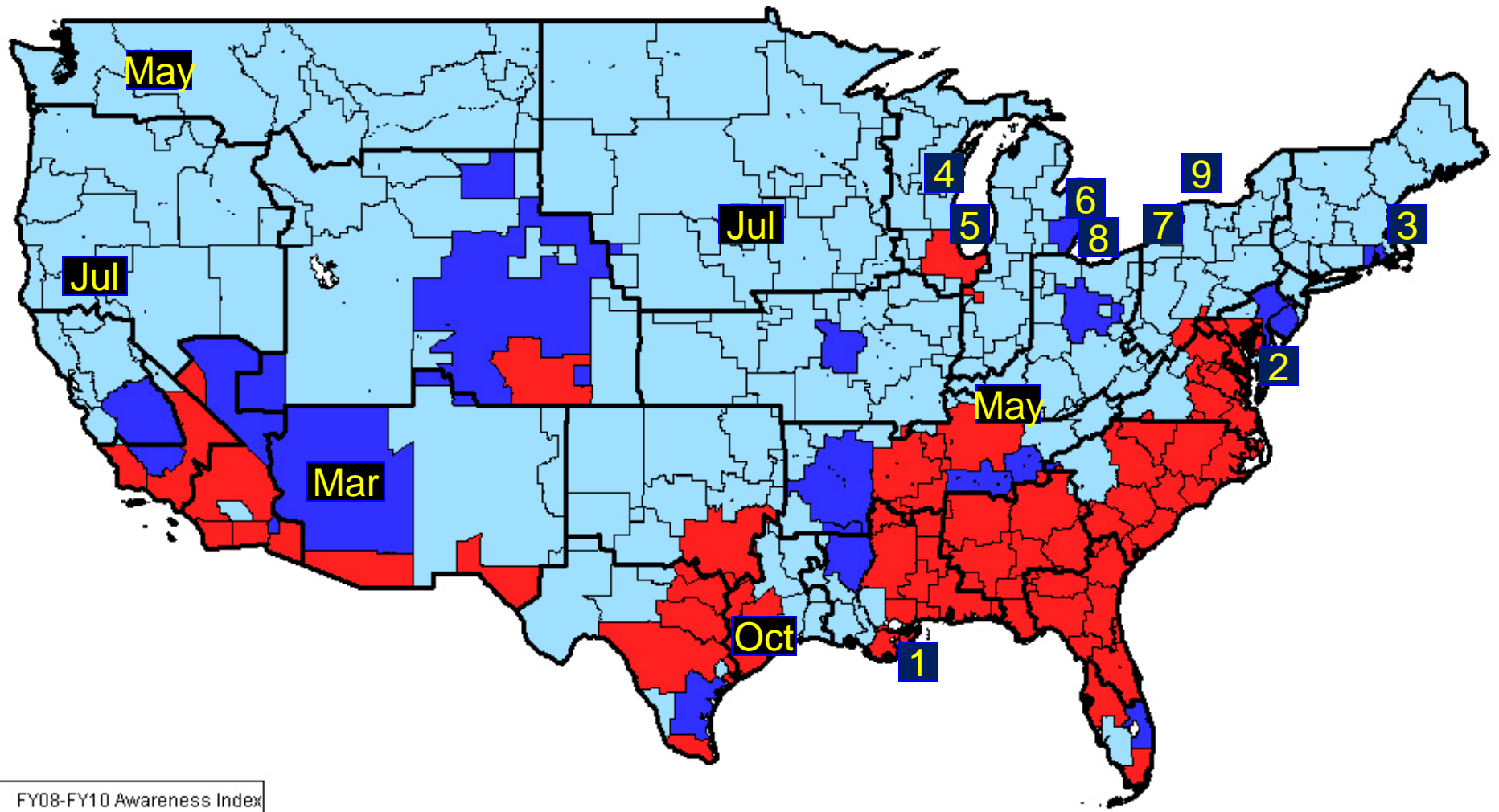
2011 Navy Week Measures of Performance

Navy Week	Live	Print	TV	Radio	Online	Total
Tampa Bay	630,826	1,413,797	1,322,539	88,375	1,542,387	4,997,924
Austin	127,745	396,181	267,968	1,200	343,000	1,136,094
Mississippi	221,014	1,688,744	1,261,048	191,300	1,126,200	4,488,306
Dallas / Fort Worth	229,604	1,265,196	892,124	9,300	3,091,430	5,487,654
Denver	28,695	24,150	1,401,931	95,000	414,160	1,963,963
New Orleans	151,047	171,120	678,324	0	219,221	1,219,712
Philadelphia	59,655	715,722	1,215,354	566,100	3,077,120	5,633,951
Chattanooga	23,750	70,600	374,100	158,400	206,230	833,080
Quad Cities	50,725	687,000	487,856	1,626	1,061,300	2,288,507
Chicago	191,542	2,049,918	2,801,848	180,000	1,407,699	6,631,007
Rochester	109,004	1,195,000	473,380	0	807,050	2,584,434
Detroit	179,931	1,515,317	5,424,329	119,300	3,268,103	10,506,980
Los Angeles	268,960	4,512,824	12,412,529	0	14,542,578	31,736,891
Fargo	51,521	617,658	757,564	5,893	774,150	2,206,786
Indianapolis	914,590	201,823	699,860	25,200	312,600	2,154,073
Cincinnati	450,572	518,500	2,065,196	206,050	310,800	3,551,118
Omaha	345,415	1,564,565	284,138	49,495	290,342	2,533,955
New England	810,975	633,713	593,928	0	450,333	2,488,949
Albuquerque	386,892	300,100	387,974	4,863	27,089	1,106,918
El Paso	110,720	863,348	129,733	2,100	300,600	1,406,501
San Antonio	394,675	900,904	865,523	60,700	740,325	2,962,127
AVG	273,231	1,014,580	1,657,012	84,043	1,633,939	4,662,805
YTD	5,737,858	21,306,180	34,797,246	1,764,902	34,312,717	97,918,903

CNRC Awareness Index

2012 – War of 1812
Mon 2012 – Traditional Navy Weeks

2010 Three Year Average Awareness Index Map



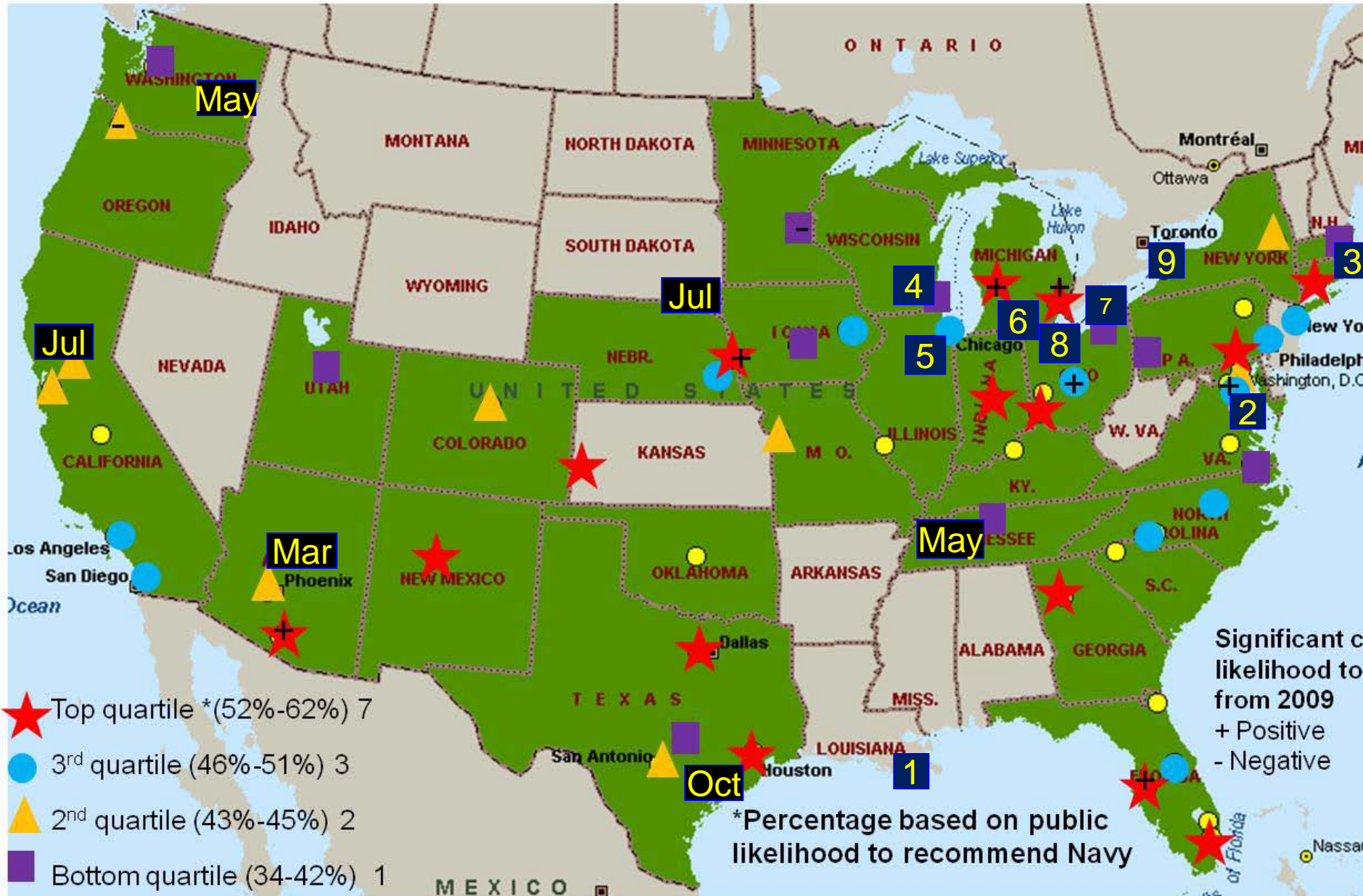
FY08-FY10 Awareness Index

Red	1.06 and up	(55)
Blue	0.96 to 1.05	(17)
Light Blue	0 to 0.95	(140)

Gallup Awareness Map

2012 - War of 1812

Mon 2012 – Traditional Navy Weeks

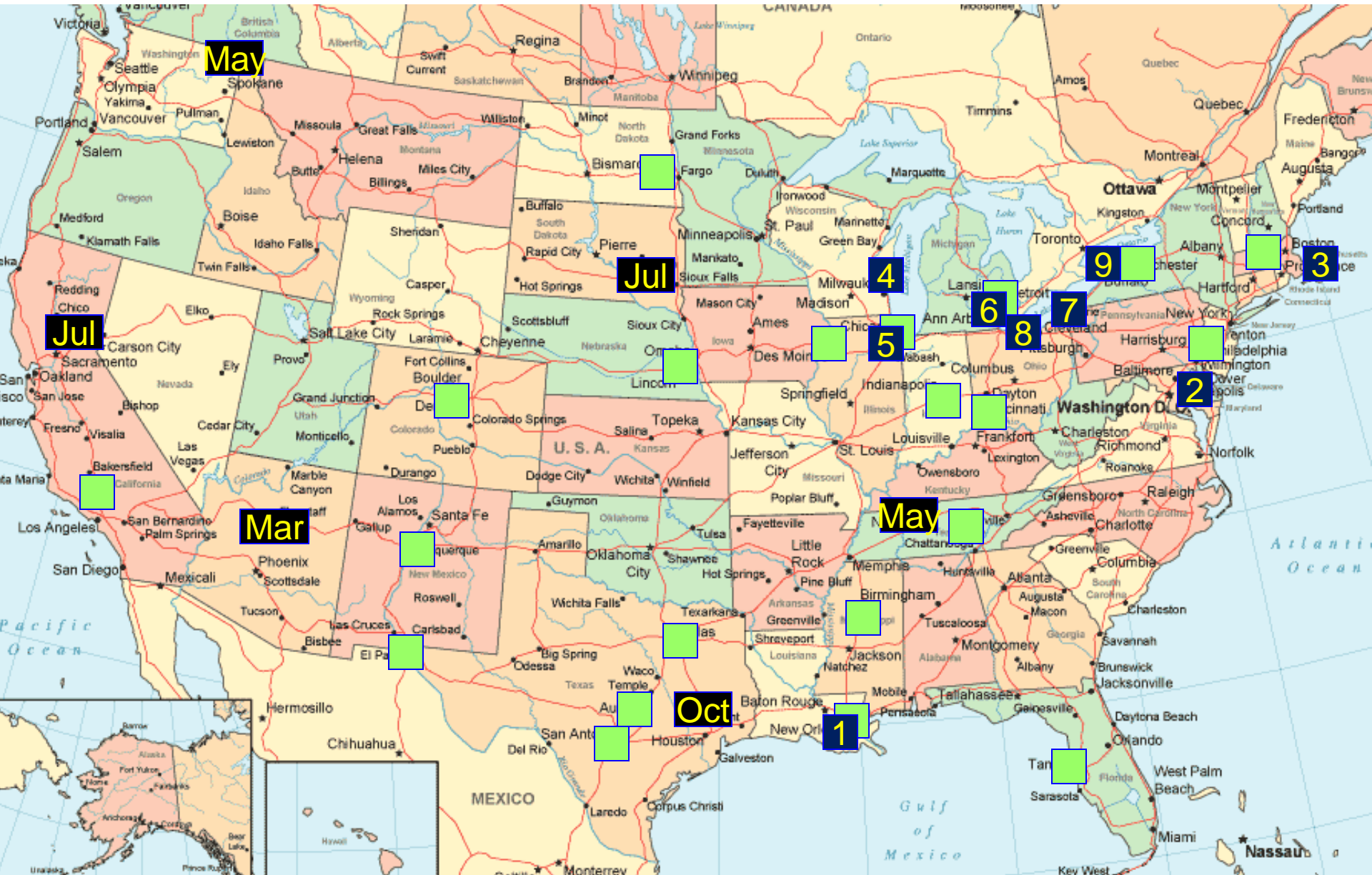


Navy Weeks 2011 + 2012

2011 Navy Weeks

2012 – War of 1812

Mon 2012 – Traditional Navy Weeks





2012 Navy Weeks



Navy Week	Dates
Phoenix	March 19-25
(G) *New Orleans	April 16-22
(G) Nashville	May 7-13
(G) Spokane	May 14-20
(G) *Baltimore	June 13-19
*Boston	June 29 - July 5
Sacramento	July 16-22
Sioux Falls	July 19-28

Navy Week	Dates
*Milwaukee	Aug. 6-12
*Chicago	Aug. 13-19
*Toledo	Aug. 20-26
(G) *Cleveland	Aug. 27 – Sept. 2
Detroit	Sept. 3-9
*Buffalo	Sept. 10-16
Houston	Oct. 21-28

(G) Gallup

1812 Commemoration Event

*1812 Signature Commemoration Event

N134 Diversity Priority Market



Questions?