

CATEGORY OVERVIEW



Nielsen
Media Research

Table 1

Category X	Television	SOS %	Radio	SOS %	Press	SOS %	Magazines	SOS %	Cinema	SOS %	Outdoor *	SOS %	Online **	SOS %	Total
MAT July 05	8,209,868	78	314,740	3	1,511,745	14	410,295	4	0	0	34,849	0	0	0	10,481,497
MAT July 04	8,035,352	77	720,151	7	1,393,235	13	338,546	3	0	0	11,265	0	0	0	10,498,549
% Change	2.2%		-56.3%		8.5%		21.2%		0.0%		209.4%		0.0%		-0.2%
\$ Change	174,516		-405,411		118,510		71,749		0		23,584		0		-17,052

* Outdoor has only been monitored since January 2003

**Online has only been monitored since January 2004

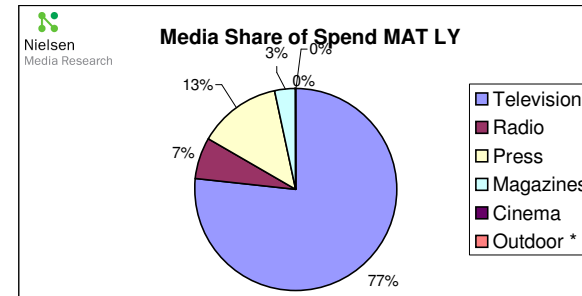
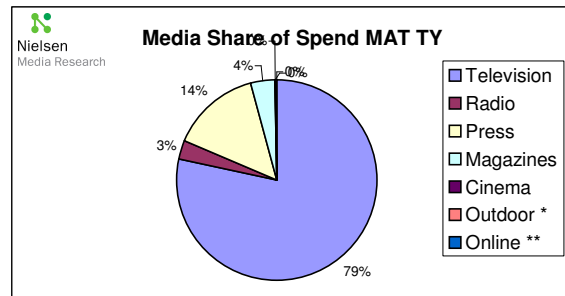


Table 2

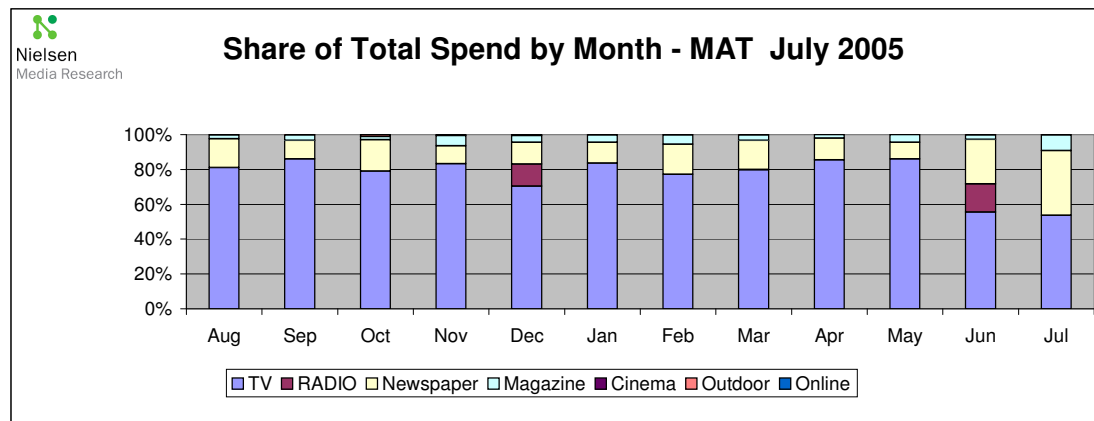
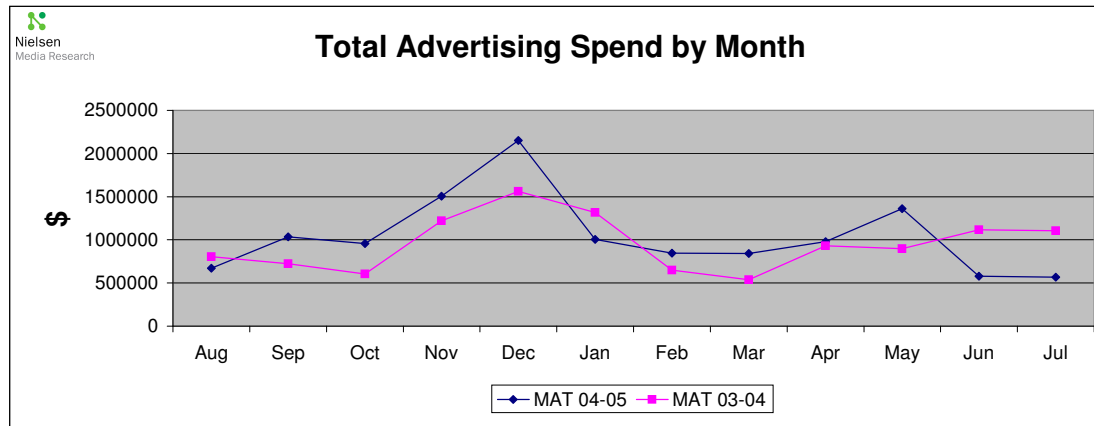
Top 5 Advertisers	MAT to July 05	Share of Cat.	MAT to July 04	% +/-
Advertiser x	\$5,837,835	56%	5,708,453	2.3%
Advertiser x	\$3,169,455	30%	2,732,168	16.0%
Advertiser x	\$1,170,213	11%	591,791	97.7%
Advertiser x	\$473,817	5%	332,582	42.5%
Advertiser x	\$388,504	4%	353,691	9.8%

Table 3

Top 5 Brands	MAT to July 05	Share of Cat.	MAT to July 04	% +/-
Brand x	\$5,795,739	55%	5,708,453	1.5%
Brand x	\$2,423,338	23%	2,119,663	14.3%
Brand x	\$1,170,213	11%	591,791	97.7%
Brand x	\$746,117	7%	607,680	22.8%
Brand x	\$473,817	5%	332,582	42.5%

Copyright © 2005 Nielsen Media Research, Inc. All rights reserved. No copying, distribution or other use of this work is permitted without the express written consent of Nielsen Media Research, Inc.

ACCESSORIES RETAIL-CATEGORY OVERVIEW



Copyright © 2005 Nielsen Media Research, Inc. All rights reserved. No copying, distribution or other use of this work is permitted without the express written consent of Nielsen Media Research, Inc.

WORKING DATA ONLY

Table 1

Description	TOTAL	TV	Horz %	RADIO	Horz %	Newspaper	Horz %	Magazine	Horz %	Cinema	Horz %	Outdoor	Horz %	Online	Horz %	
MAT to Jul05	10481497	8209868		78	314740	3	1511745	14	410295	4	0	0	34849	0	0	0
MAT to Jul04	10498549	8035352		77	720151	7	1393235	13	338546	3	0	0	11265	0	0	0

Table 2

Total Media Top 5 Advertisers

Description	Rank	MAT August 04-July 05	MAT August 03-July 04
Advertiser x		5837835	5708453
Advertiser x		3169455	2732168
Advertiser x		1170213	591791
Advertiser x		473817	332582
Advertiser x		388504	353691

Table 3

Total Media Top 5 Brands

Description	Rank	MAT August 04-July 05	MAT August 03-July 04
Brand x		5795739	5708453
Brand x		2423338	2119663
Brand x		1170213	591791
Brand x		746117	607680
Brand x		473817	332582

Total Advertising Spend by Month Graph

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
MAT 04-05	673048		1033721	958002	1507025	2152889	1006404	845841	840485	978930	1360540	578736	567155
MAT 03-04	806448		724631	604395	1220955	1562688	1316203	648145	537743	932241	896266	1115546	1105325

Share of Total Spend by Month - MAT TY Graph

Graph	Category	MAT TY	MAT LY	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
Graph 1 TV	TV			477862		838877	579846	1126964	1279469	650849	510773	567571	655282	1030075	287098	205202
Graph 1 Radio	RADIO			0		0	0	228750	0	288	1488	600	0	0	83614	0
Graph 1 NP	Newspaper			97529		103423	131761	139751	228177	94027	114264	119018	96085	114660	131337	141713
Graph 1 Mag	Magazine			13535		30765	13590	78810	69215	33000	34929	22250	14215	51380	14034	34572
graph 1 Cin	Cinema			0		0	0	0	0	0	0	0	0	0	0	0
Graph 1 OD	Outdoor			968		2000	7821	8460	9660	990	1650	660	660	660	660	660
	Online			0		0	0	0	0	0	0	0	0	0	0	0
	MAT LY															
Graph 1 TV	TV			601344		642005	478015	1036061	1058178	800953	470152	255065	671363	645087	753357	623772
Graph 1 Radio	RADIO			42727		0	0	279037	166118	0	0	0	0	0	232269	0
Graph 1 NP	Newspaper			121095		79626	104210	129949	148579	168243	89274	80753	70275	143134	114614	143483
Graph 1 Mag	Magazine			40382		3000	22170	54945	76894	27120	26420	28365	17600	24850	13100	3700
graph 1 Cin	Cinema			0		0	0	0	0	0	0	0	0	0	0	0
Graph 1 OD	Outdoor			900		0	0	0	0	4920	0	0	0	2419	800	2226
	MAT LY			0		0	0	0	0	0	0	0	0	0	0	0