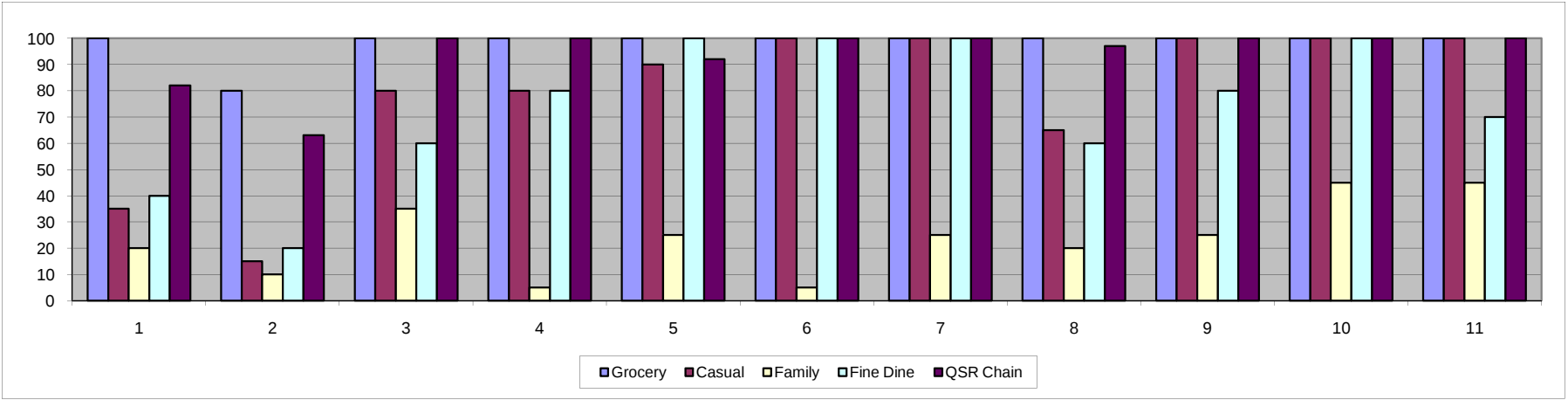


2006 Geographic Market Coverage:

Detroit

1-Aug-06	EDITION CODE	EE0001	EDITION CLASS	A
	# Households	1,833,628	05 BOOK DIST.	295,736
	# Reg. Members	48,427	05 DIST RANK	1

Industry Segments												Zone		
Zone	Zones	Grocery	20	Casual	5	Family	5	Fine Dine	10	QSR	1	Zone Score	Zone Weighting % Reg Consumers	Adj Zone Score
		# locations	Segment Score	# locations	Segment Score	# Locations	Segment Score	# locations	Segment Score	# locations	Segment Score			
	Min	5	100	20	100	20	100	10	100	100	100	100		
1	1	7	100	7	35	4	20	4	40	82	82	55	7%	4
2	2	4	80	3	15	2	10	2	20	63	63	38	4%	1
3	3	5	100	16	80	7	35	6	60	102	100	75	5%	4
4	4	5	100	16	80	1	5	8	80	109	100	73	7%	5
5	5	5	100	18	90	5	25	10	100	92	92	81	4%	4
6	6	7	100	28	100	1	5	15	100	108	100	81	10%	8
7	7	5	100	36	100	5	25	18	100	127	100	85	14%	12
8	8	5	100	13	65	4	20	6	60	97	97	68	10%	7
9	9	8	100	31	100	5	25	8	80	102	100	81	8%	6
10	10	8	100	46	100	9	45	24	100	151	100	89	17%	15
11	11	7	100	33	100	9	45	7	70	138	100	83	14%	12
	Total	66		247		52		108		1171				
	Avg	6	98	22	79	5	24	10	74	106	94	74	100%	78
Final Geo Score														78



ZONE	1	2	3	4	5	6	7	8	9	10	11	TOTAL
# Reg Members	3,330	1,878	2,387	3,531	2,145	5,003	6,599	4,942	3,725	8,112	6,775	48,427
% Reg Members	7%	4%	5%	7%	4%	10%	14%	10%	8%	17%	14%	100%
# Households	68,068	67,213	130,809	229,500	207,013	164,471	182,161	220,051	228,826	137,204	198,312	1,833,628
% Households	4%	4%	7%	13%	11%	9%	10%	12%	12%	7%	11%	100%
# of Accounts	13	4	3	14	16	27	36	42	27	76	67	325
# of Members	4,444	770	280	4,224	5,437	7,871	10,440	10,887	7,190	26,945	16,254	94,742
# of New Accounts	1	1		3	6	11	4	8	2	3	11	50
# of New Members	680	400		515	2,305	2,280	1,860	3,321	225	145	2,788	14,519
# of E.S. Accounts	7			9	11	8	14	15	16	42	38	160
# of E.S. Members	2,520			3,769	4,697	4,830	7,745	7,565	5,860	24,170	13,732	74,888

2006 Offer Quality Assessment:
1-Aug-06

Detroit

EDITION CODE
EDITION CLASS
Households

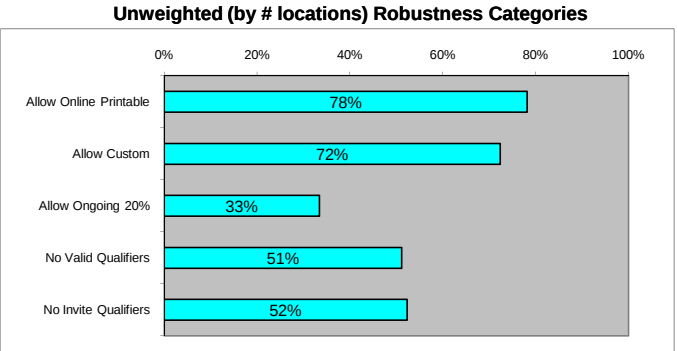
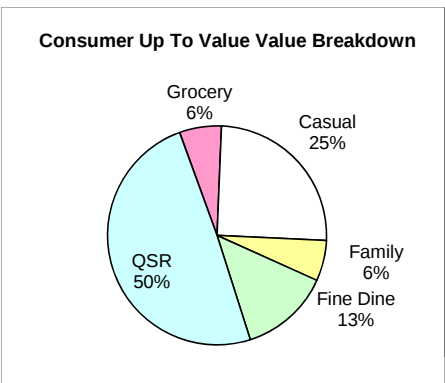
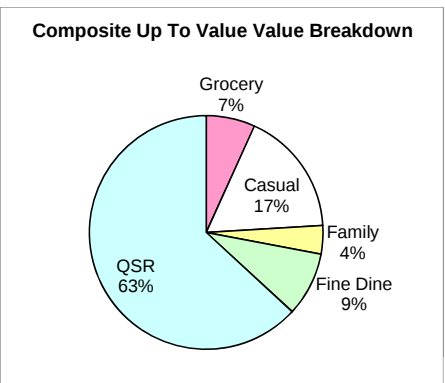
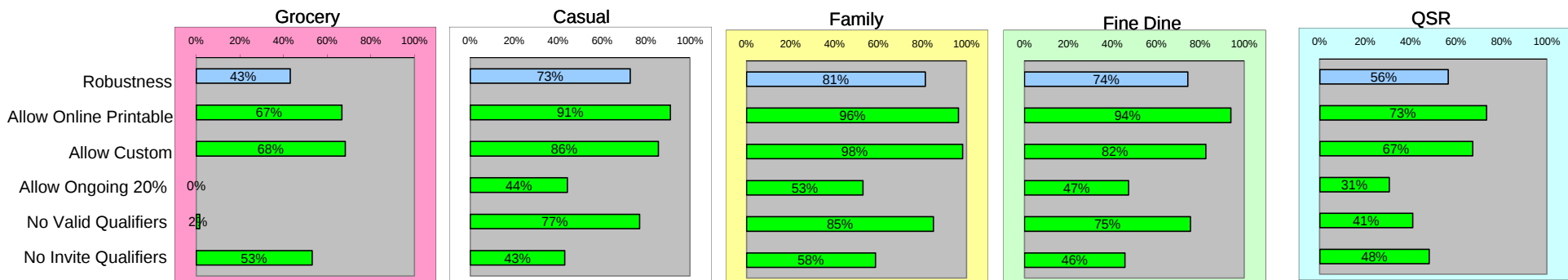
EE0001 05 BOOK DIST.
A 05 DIST. RANK
1,833,628 # Reg Members

295,736
1
48,427

		Industry Segments								Total	Weighted		
		Grocery	40%	Casual	15%	Family	15%	Fine Dine	20%	QSR	10%	100%	
Total Locations		66		256		53		114		1129		1618	
Total DBAs		37		230		52		107		250		676	
OFFER SAVINGS													
Number of Offers		362		519		130		221		1199		2431	
Consumer Up To Value		\$1,753		\$7,054		\$1,693		\$3,753		\$13,895		\$28,148	\$4,153.35
Composite Up To Value		\$2,908		\$7,436		\$1,693		\$3,819		\$27,167		\$43,023	\$6,013.05
													100
OFFER ROBUSTNESS										Unweighted Percentage			
Distribution	Allow Online Printable	40%	67%	91%	96%	94%	73%	78%	81%				
	Allow Custom	20%	68%	86%	98%	82%	67%	72%	78%				
	Allow Ongoing 20%	30%	0%	44%	53%	47%	31%	33%	27%				
	No Valid Qualifiers	5%	2%	77%	85%	75%	41%	51%	44%				
	No Invite Qualifiers	5%	53%	43%	58%	46%	48%	52%	50%				
Weighted Total		100%	43%	73%	81%	74%	56%		61%				

Final Offer Score

80



Six Month Work Order

EE0001

Detroit

Jan '07 - June '07

Score Summary			Composite Score
Geo 78	Wow! 87	Offer 80	82

To Do:

Geo Recommendations

-Sign 10 more Family locations in each of the following zones:

- ☐ Zone 7: West Bloomfield, Waterford, Pontiac
- ☐ Zone 10: Troy, Rochester Hills
- ☐ Zone 11: Warren, Sterling Heights, St. Clair Shores

Wow! Recommendations

-Focus on Target List signs in 2 areas:

- ☐ 1) Attractions: sign 5 more Targets
- ☐ 2) QSR: sign 10 more Targets

-Increase market coverage in QSR

- ☐ Increase signed coverage from current 84% to 95%

Offer Recommendations

-Increase signing of Frequent Value (FV) Offers

- ☐ Increase FV offers from current 35% to 50%, especially QSR (currently 33%)

