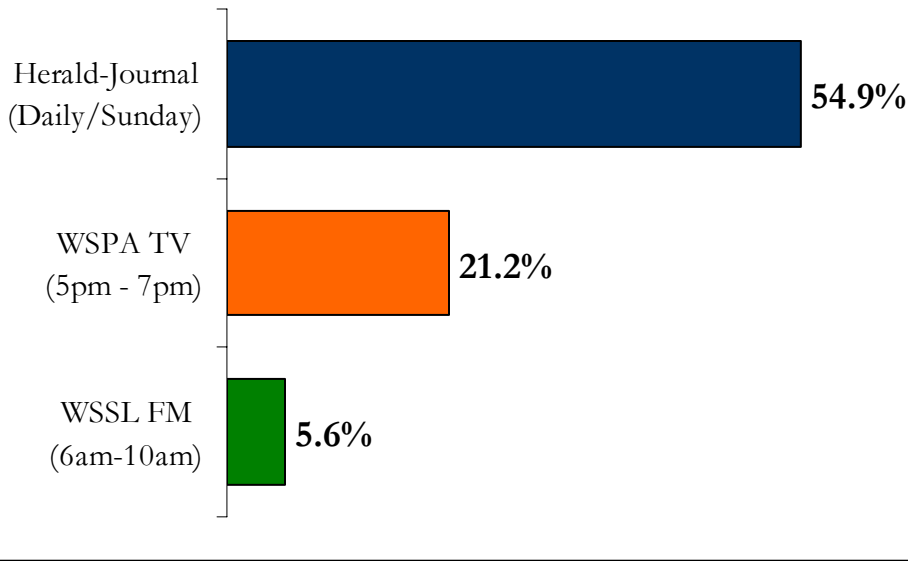


The Herald-Journal Reaches Used Car Buyers:

38,611 adults in the tri-county area plan to purchase a used vehicle in the next 12 months. The Herald-Journal reaches 33.7% more of these adults in an average week than any other media!



- 30% of adults in the tri-county area (78,601) own two or more used cars.

- 12,186 tri-county adults have shopped for a vehicle on the Internet in the past 12 months.



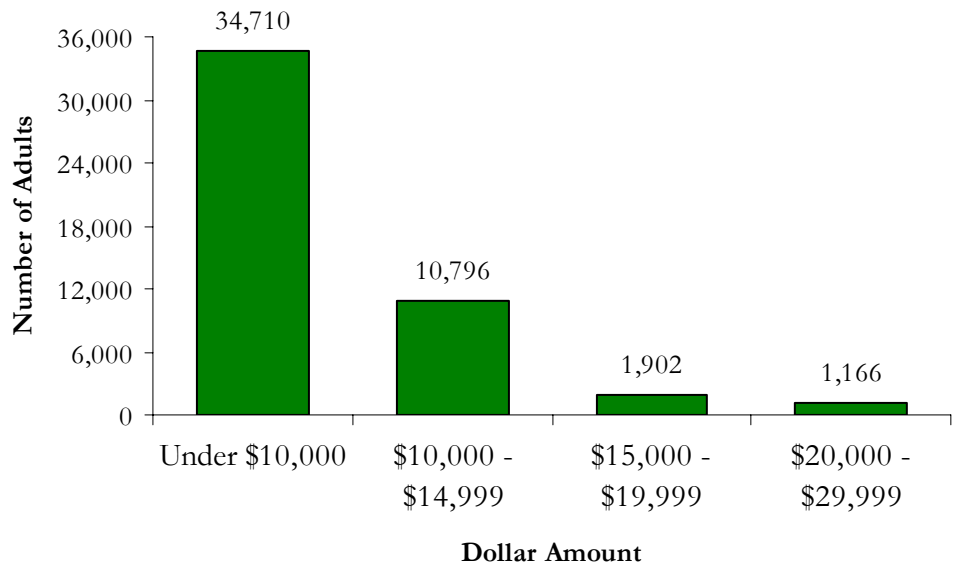
Newspapers reach more vehicle owners than any other media.

Vehicle Owners	Read a Daily Newspaper	Read a Sunday Newspaper	Watch Primetime Television	Read an Automotive Magazine
New or Used Vehicle Bought Last 12 Months	48%	60%	43%	16%
Domestic Vehicle Bought Last 12 Months	48%	60%	44%	17%
Imported Vehicle Bought Last 12 Months	49%	60%	40%	16%

Mini-vans (or vans) and Pickup Trucks are most popular with used car purchasers. 16,017 adults in the tri-county area plan to purchase used Vans or Mini-Vans and 13,659 plan to purchase used Pickup Trucks in the next 12 months.



Amount Adults Plan to Pay for Used Automobile in Next 12 Months



* Sources: Scarborough Research 2007, Mediamark Research 2005.