

TARGETED PSA CAMPAIGN

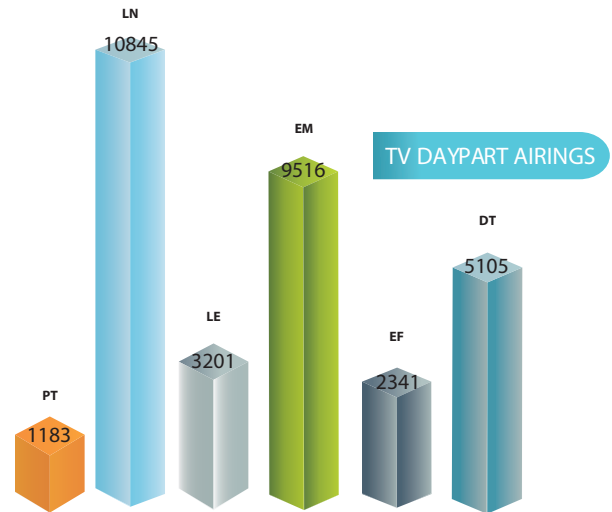


VIDEO PSA DISTRIBUTION RESULTS

NATIONWIDE REACH: 32,346 AIRINGS

- 155 airings on CNN Airport Network
- 525 airings on ION Network – nationwide
- 74 airings on RLTV Network – nationwide
- 6,866 airings in targeted DMAs
- 25,480 airings in other DMAs

Ad Equivalency Estimate*: \$8,840,776.75



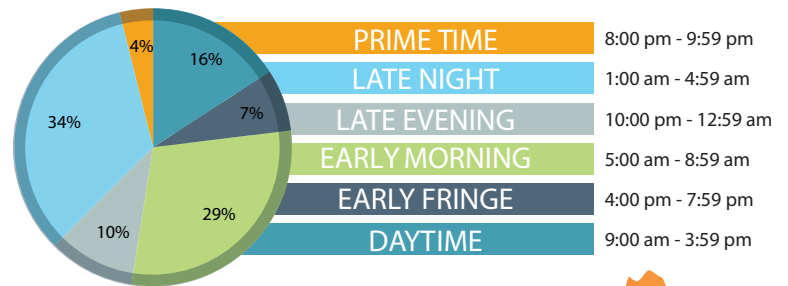
RADIO PSA DISTRIBUTION RESULTS

NATIONWIDE REACH: APPROXIMATELY 5,202 AIRINGS

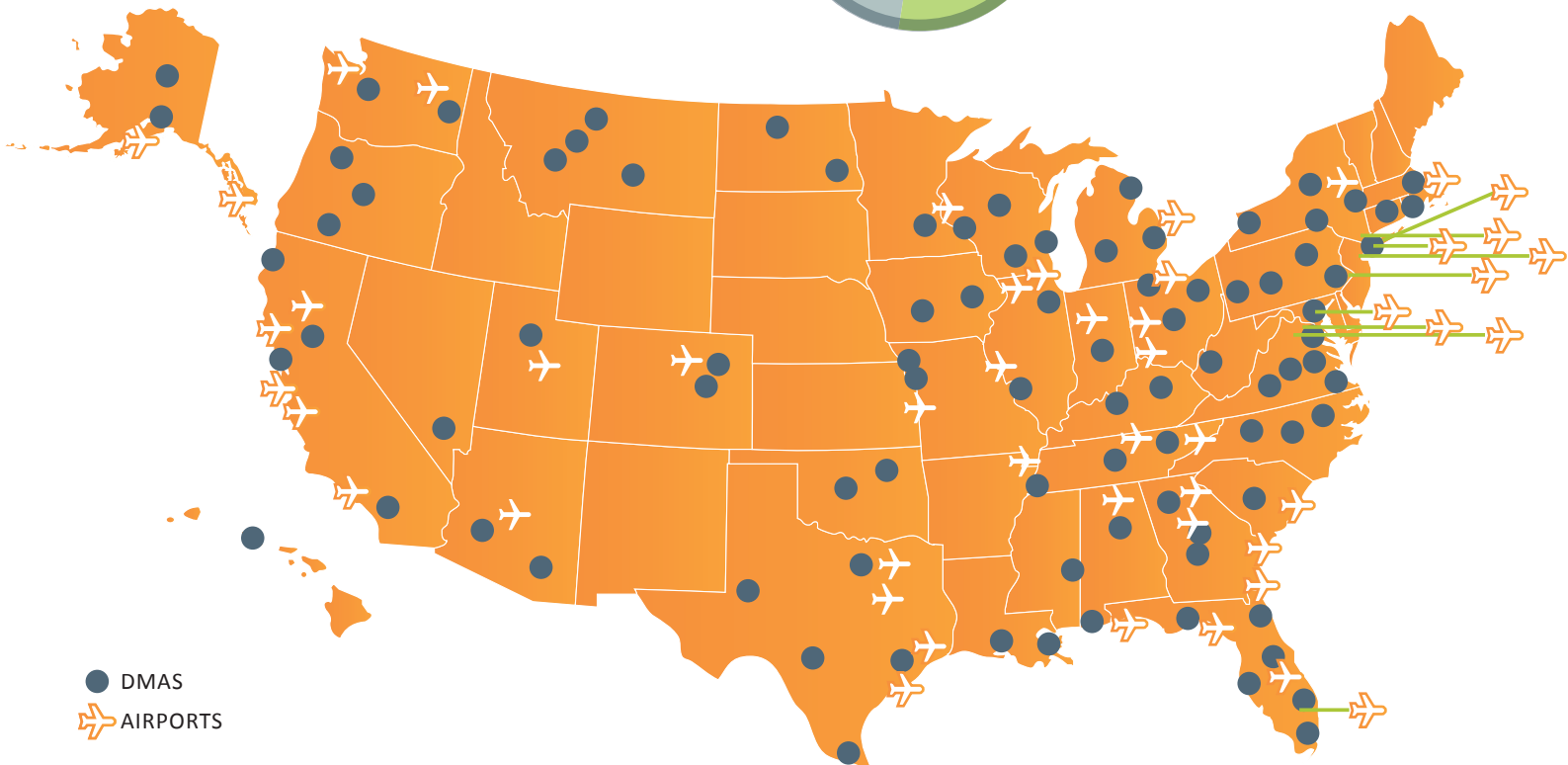
- 464 radio stations throughout the U.S.

Ad Equivalency Estimate*: \$504,594.00

TV DAYPART AIRINGS PERCENTAGE



TV AIRINGS BY DMAS



*To estimate Ad Equivalency, PSN uses historical rates from previous and current campaigns, data from Nielsen and SQAQ (two organizations recognized as industry standard media cost forecasting sources for national TV and radio), competitor evaluation metrics, and pricing information received from TV stations and networks.