

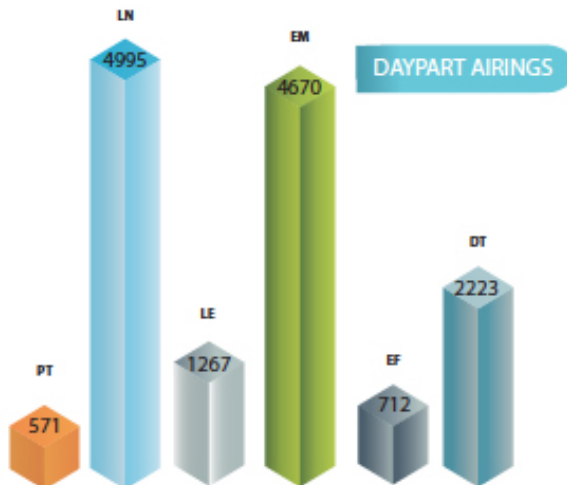


VIDEO PSA DISTRIBUTION RESULTS

NATIONWIDE REACH: 14,438 AIRINGS

- 394 airings on ION Network – nationwide
- 14,044 airings in other DMAs

Ad Equivalency Estimate*: \$5,263,867.90



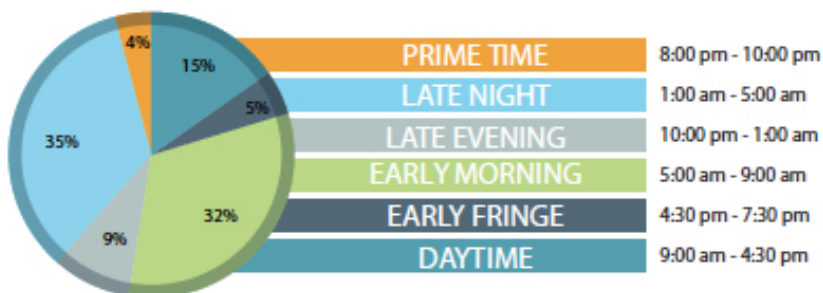
RADIO PSA DISTRIBUTION RESULTS

NATIONWIDE REACH: APPROXIMATELY 3,302 AIRINGS

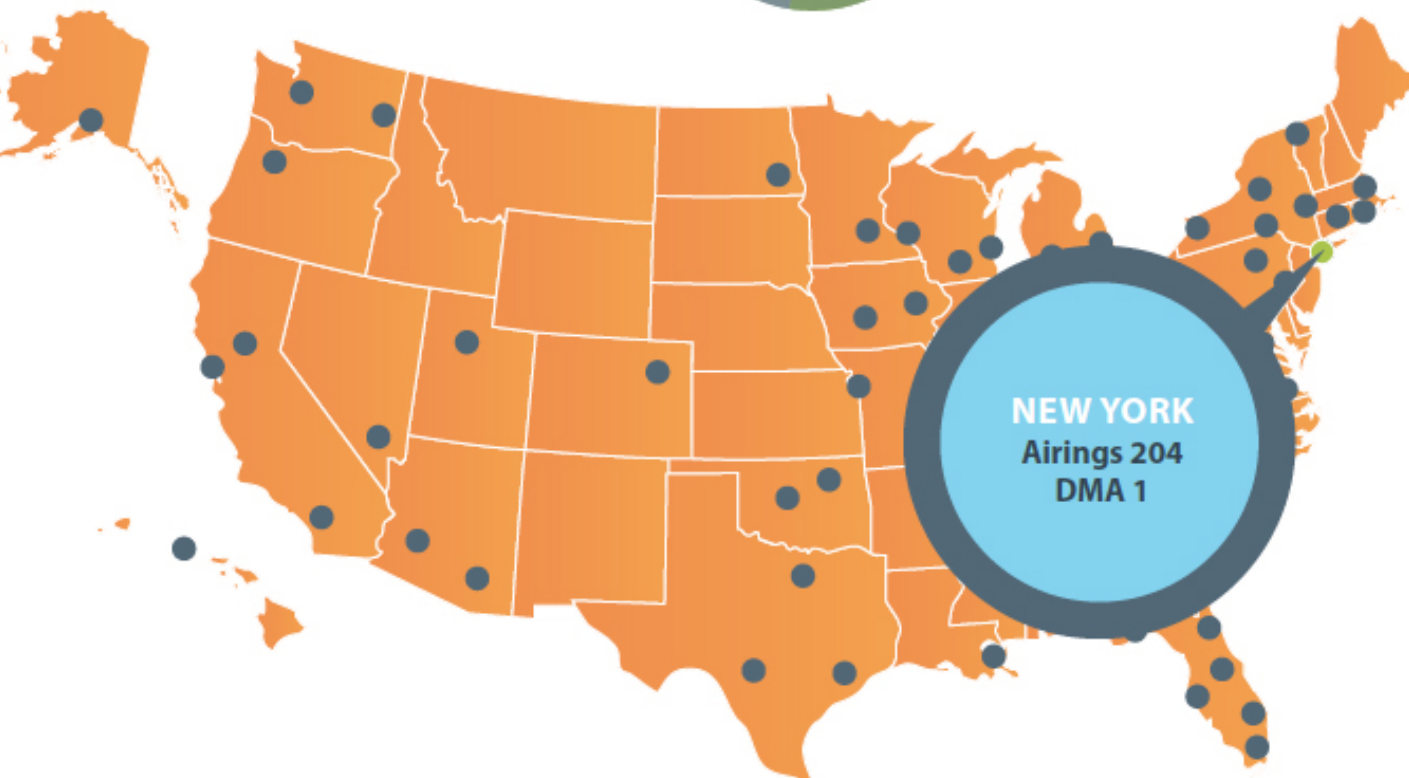
- 466 radio stations throughout the U.S.

Ad Equivalency Estimate*: \$294,000.00

DAYPART AIRINGS PERCENTAGE



TV AIRINGS BY DMAS



*To estimate Ad Equivalency, MediaForce/PSN uses historical rates from previous and current campaigns, data from Nielsen and SQAD (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.