

Report Summary

*** FINAL REPORT ***

TITLE: *TAKIN' TO THE TRAILS... OFF ROAD, ON THE ROCKS & THROUGH THE MUD*

Jeep's Post Analysis/Return on Investment (ROI) Based on Spot Buy Equivalent Value

Broadcast Television Based on \$425/spot: (385 Airings of <i>Takin'...</i> x 4 Jeep Commercials/Program = 1,544 commercial airings)	\$	654,500.00
Cable/LPTV Based on \$50/spot: (2,984 Airings of <i>Takin'...</i> x 4 Jeep Commercials/Program = 11,936 commercial airings)	\$	596,800.00
Alternative Distribution (Auto Shows & Internet) Based On \$16 CPM: (Unformatted versions provided so value based on conservative airline industry CPM) (2,834,343 + 4,122,043 = 6,956,386/1000 x \$16 CPM):	\$	111,302.00
Total ROI:	\$	<u>1,362,602.00</u>

Total Distribution Numbers (Multiple Airings):

# of Broadcast TV Households Reached:	165,512,624
Percentage of Broadcast TV Housholds Reached:	147.86
# of Cable/Low Power TV Households Reached:	183,267,610
Additional Cable Households reached via Resort Sports Network (RSN):	7,764,729
Auto Shows (<i>Direct Viewers</i>):	2,834,343
Internet (<i>Direct Viewers</i>):	4,122,043

TELEVISION

(BROADCAST, CABLE AND LOW POWER TV)

**TITLE: TAKIN' TO THE TRAILS...
OFF ROAD, ON THE ROCKS & THROUGH THE MUD**

*** Final Report ***

Market Rank/DMA	City	St	Broadcast Cable/LPTV Stations	Airdate/# of Airings	Time	% of US TV Households Reached	Broadcast TV Households Reached	Cable TV Households Reached
1	New York	NY	WVVH-IND	6/29/2006	5:00 PM	0.544	600,000	
1	New York	NY	WVVH-IND	7/14/2006	3:00 PM	0.544	600,000	
1	New York	NY	WVVH-IND	7/25/2006	1:00 PM	0.544	600,000	
1	New York	NY	WVVH-IND	5/3/2007	3:00 PM	2.245	2,500,000	
1	New York	NY	WVVH-IND	12/11/2007	3:00 PM	2.245	2,500,000	
	1 Poughkeepsie	NY	Time Warner Cable	16 Airings	7PM-6AM			368,000
	1 Wayne	NJ	WPBN-TV	2 Airings	6AM-10AM			2,400
2	Los Angeles	CA	KHIZ-IND	4/28/2007	7:30 PM	2.245	2,500,000	
2	Los Angeles	CA	KABC-ABC	5/19/2007	3:00 AM	5.039	5,611,110	
2	Los Angeles	CA	KABC-ABC	6/3/2007	1:35 AM	5.039	5,611,110	
2	Los Angeles	CA	KABC-ABC	6/9/2007	4:00 PM	5.039	5,611,110	
2	Los Angeles	CA	KHIZ-IND	9/15/2007	6:00 PM	2.245	2,500,000	
	1 Anaheim	CA	Time Warner Cable	1 Airing	10AM-3PM			120,000
	Anaheim	CA	Time Warner Cable	7 Airings	3PM-7PM			840,000
	* Anaheim	CA	Time Warner Cable	10 Airings	3PM-7PM			1,500,000
	Anaheim	CA	Time Warner Cable	1 Airing	7PM-6AM			120,000
	1 Glendora	CA	GATV-TV	3 Airings	3PM-7PM			21,000
	Glendora	CA	GATV-TV	12 Airings	7PM-6AM			84,000
	Glendora	CA	GATV-TV	1 Airings	6AM-10AM			7,000
	1 Long Beach	CA	Cal. State TV	8 Airings	10AM-3PM			800,000
	Long Beach	CA	Cal. State TV	8 Airings	3PM-7PM			800,000
	Long Beach	CA	Cal. State TV	8 Airings	7PM-6AM			800,000
	1 Palmdale	CA	Time Warner Cable	14 Airings	3PM-7PM			910,000
	Palmdale	CA	Time Warner Cable	7 Airings	7PM-6AM			455,000
	1 Rancho Santa Margarita	CA	Cox Communications	1 Airing	6AM-10AM			230,000
	Rancho Santa Margarita	CA	Cox Communications	1 Airing	3PM-7PM			230,000
	Rancho Santa Margarita	CA	Cox Communications	5 Airings	7PM-6AM			1,150,000
	* Rancho Santa Margarita	CA	Cox Communications	2 Airings	7PM-6AM			460,000
	1 San Gabriel	CA	Time Warner Cable	36 Airings	6AM-10AM			3,276,000
	San Gabriel	CA	Time Warner Cable	34 Airings	10AM-3PM			3,094,000
	San Gabriel	CA	Time Warner Cable	34 Airings	3PM-7PM			3,094,000
	San Gabriel	CA	Time Warner Cable	36 Airings	7PM-6AM			3,276,000
	1 Santa Monica	CA	Adelphia Cable	2 Airings	10AM-3PM			800,000
4	Philadelphia	PA	WMGM-NBC	7/15/2006	1:00 PM	0.197	217,000	
4	Philadelphia	PA	WMGM-NBC	7/14/2007	2:00 PM	0.195	217,000	
4	Philadelphia	PA	WMGM-NBC	7/22/2007	12:30 PM	0.195	217,000	

5		Boston	MA							
	1	West Dover	VT	Mt. Snow TV	18	Airings	6AM-10AM		70,722	
		West Dover	VT	Mt. Snow TV	56	Airings	10AM-3PM		220,024	
		West Dover	VT	Mt. Snow TV	15	Airings	3PM-7PM		58,935	
		West Dover	VT	Mt. Snow TV	81	Airings	7PM-6AM		318,249	
	1	Worcester	MA	WCTR-TV	3	Airings	7PM-11PM		510,000	
6		San Francisco	CA	KFTY-IND			7/15/2006	4:00 PM	2.153	2,359,870
	1	San Francisco	CA	Comcast SportsNet West			6/2/2006	4:30 PM		674,000
		San Francisco	CA	Comcast SportsNet West			6/10/2006	5:30 PM		674,000
	1	San Francisco	CA	Comcast Cable	10	Airings		7PM-6AM		1,870,000
	1	San Jose	CA	Comcast	7	Airings		3PM-7PM		2,107,000
8		Washington	DC	WJAL-IND			5/1/2006	9:00 PM	2.044	2,252,550
8		Washington	DC	WJAL-IND			7/28/2007	1:30 PM	2.041	2,272,120
8		Washington	DC	WJAL-IND			8/10/2007	10:00 AM	2.041	2,272,120
8		Washington	DC	WJAL-IND			9/12/2007	10:00 AM	2.041	2,272,120
10		Houston	TX	KTBU-IND			4/8/2007	8:30 PM	1.780	1,982,120
11		Detroit	MI	WDIV-NBC			10/29/2006	1:00 PM	1.757	1,936,350
+	1	Detroit	MI	Comcast SportsNet Detroit			7/2/2006	11:00 PM		1,300,000
+		Detroit	MI	Comcast SportsNet Detroit			7/3/2006	9:30 PM		1,300,000
+		Detroit	MI	Comcast SportsNet Detroit			7/9/2006	11:00 PM		1,300,000
+		Detroit	MI	Comcast SportsNet Detroit			6/12/2007	6:30 PM		1,500,000
+		Detroit	MI	Comcast SportsNet Detroit			6/17/2007	3:00 PM		1,500,000
+		Detroit	MI	Comcast SportsNet Detroit			7/11/2007	11:00 PM		1,500,000
	1	Livonia	MI	Bright House Networks	12	Airings		3PM-7PM		480,000
		Livonia	MI	Bright House Networks	1	Airing		7PM-6AM		40,000
12		Tampa	FL	WTSP-CBS			4/29/2006	1:00 PM	1.544	1,701,950
12		Tampa	FL	WTSP-CBS			6/4/2006	12:00 PM	1.544	1,701,950
12		Tampa	FL	WTSP-CBS			6/2/2007	1:30 PM	1.577	1,755,750
12		Tampa	FL	WWSB-ABC			6/17/2007	5:30 PM	1.577	1,755,750
12		Tampa	FL	WWSB-ABC			6/24/2007	5:00 PM	1.577	1,755,750
	1	Tampa	FL	Tampa Bay Sports	1	Airing		10AM-3PM		1,000,000
		Tampa	FL	Tampa Bay Sports	2	Airings		3PM-7PM		2,000,000
		Tampa	FL	Tampa Bay Sports	2	Airings		7PM-6AM		2,000,000
13		Seattle	WA							
	1	Everett	WA	Comcast Cable	12	Airings		3PM-7PM		1,728,000
14		Phoenix	AZ							
	1	Lake Havasu City	AZ	KLHU-TV45	4	Airings		6AM-10AM		120,000
	*	Lake Havasu City	AZ	KLHU-TV45	3	Airings		6AM-10AM		150,000
		Lake Havasu City	AZ	KLHU-TV45	11	Airings		10AM-3PM		330,000
	*	Lake Havasu City	AZ	KLHU-TV45	9	Airings		10AM-3PM		450,000
		Lake Havasu City	AZ	KLHU-TV45	12	Airings		3PM-7PM		360,000
	*	Lake Havasu City	AZ	KLHU-TV45	7	Airings		3PM-7PM		350,000
		Lake Havasu City	AZ	KLHU-TV45	1	Airing		7PM-6AM		30,000

	*	Lake Havasu City	AZ	KLHU-TV45	15	Airings	7PM-6AM			750,000
16		Cleveland	OH	WEWS-ABC	3/18/2006		3:30 PM	0.140	1,541,780	
17		Cleveland	OH	WEWS-ABC	7/8/2007		3:00 PM	1.381	1,537,500	
18		Denver	CO							
	1	Denver	CO	Altitude Sports Network	6/13/2006		11:00 AM			2,505,540
		Denver	CO	Altitude Sports Network	6/23/2006		5:00 PM			2,505,540
		Denver	CO	Altitude Sports Network	7/26/2006		7:00 PM			2,505,540
		Denver	CO	Altitude Sports Network	5/2/2007		4:00 PM			2,505,540
++	1	Denver	CO	MountainWest Sports Network	3/28/2007		7:00 PM			800,000
	1	Aspen	CO	Channel 16	3	Airings	3PM-7PM			24,000
		Aspen	CO	Channel 16	2	Airings	7PM-6AM			16,000
	1	Aspen	CO	RSN	10	Airings	6AM-10AM			200,000
		Aspen	CO	RSN	10	Airings	3PM-7PM			200,000
		Aspen	CO	RSN	14	Airings	7PM-6AM			280,000
	*	Aspen	CO	RSN	12	Airings	7PM-6AM			96,000
	1	Longmont	CO	Comcast Cable-Ch. 3	11	Airings	10AM-3PM			220,000
		Longmont	CO	Comcast Cable-Ch. 3	12	Airings	3PM-7PM			240,000
		Longmont	CO	Comcast Cable-Ch. 3	19	Airings	7PM-6AM			380,000
	1	Silverthorne/Summit Co.	CO	TV-13 & TV-16	55	Airings	6AM-10AM			1,375,000
		Silverthorne/Summit Co.	CO	TV-13 & TV-16	149	Airings	10AM-3PM			3,725,000
		Silverthorne/Summit Co.	CO	TV-13 & TV-16	74	Airings	3PM-7PM			1,850,000
		Silverthorne/Summit Co.	CO	TV-13 & TV-16	193	Airings	7PM-6AM			4,825,000
	1	Telluride	CO	RSN	26	Airings	7PM-6AM			104,000
		Telluride	CO	RSN	10	Airings	3PM-7PM			40,000
		Telluride	CO	RSN	10	Airings	6AM-10AM			40,000
	1	Vail	CO	TV-8	46	Airings	10AM-3PM			609,500
		Vail	CO	TV-8	52	Airings	7PM-6AM			689,000
	*	Vail	CO	TV-8	27	Airings	7PM-6AM			567,000
	*	Vail	CO	TV-8	17	Airings	10AM-3PM			357,000
	1	Vail	CO	TV-17	14	Airings	6AM-10AM			185,500
	*	Vail	CO	TV-17	37	Airings	6AM-10AM			777,000
		Vail	CO	TV-17	26	Airings	3PM-7PM			234,000
		Vail	CO	TV-17	26	Airings	7PM-6AM			234,000
	*	Vail	CO	TV-17	27	Airings	7PM-6AM			567,000
19		Sacramento	CA	KXTV-ABC	5/14/2006		4:30 PM	1.221	1,345,820	
	1	Sacramento	CA	Comcast SportsNet West	6/2/2006		4:30 PM			834,000
		Sacramento	CA	Comcast SportsNet West	6/10/2006		5:30 PM			834,000
20		Sacramento	CA	KXTV-ABC	6/17/2007		1:30 PM	1.229	1,368,680	
20		Sacramento	CA	KXTV-ABC	7/22/2007		4:30 PM	1.229	1,368,680	
21		St. Louis	MO	KDNL-ABC	4/1/2006		1:30 PM	1.109	1,222,380	
21		St. Louis	MO	KDNL-ABC	8/19/2006		1:30 PM	1.109	1,222,380	
21		St. Louis	MO	KDNL-ABC	9/17/2006		2:30 PM	1.109	1,222,380	
21		St. Louis	MO	KDNL-ABC	6/3/2007		1:00 PM	1.104	1,228,980	

21		St. Louis	MO	KDNL-ABC	7/7/2007	4:00 PM	1.104	1,228,980	
21		St. Louis	MO	KDNL-ABC	9/17/2007	2:30 PM	1.104	1,228,980	
27		Charlotte	NC	WBTV-CBS	3/5/2006	3:30 PM	0.926	1,020,130	
28		Hartford	CT	WTNH-ABC	6/30/2007	1:30 PM	0.911	1,014,630	
	1	New Britain	CT	CCSU-TV	8	Airings	6AM-10AM		17,600
	*	New Britain	CT	CCSU-TV	4	Airings	6AM-10AM		52,000
		New Britain	CT	CCSU-TV	34	Airings	10AM-3PM		74,800
		New Britain	CT	CCSU-TV	26	Airings	3PM-7PM		57,200
	*	New Britain	CT	CCSU-TV	14	Airings	3PM-7PM		182,000
30		Nashville	TN	WWLP-IND	4/22/2006	6:00 PM	0.317	350,000	
30		Nashville	TN	WWLP-IND	7/15/2006	6:30 PM	0.317	350,000	
30		Nashville	TN	WKRN-ABC	9/17/2006	3:00 PM	0.842	927,500	
30		Nashville	TN	WWLP-IND	10/7/2006	7:30 PM	0.317	350,000	
30		Nashville	TN	WUXP-My Net.	7/14/2007	4:30 PM	0.848	944,100	
	1	Lawrenceburg	TN	WLLP-TV (no longer full power)	1	Airing	10AM-3PM		350,000
		Lawrenceburg	TN	WLLP-TV (no longer full power)	2	Airings	7PM-6AM		700,000
31		Kansas City	MO	KMBC-ABC	9/9/2006	1:30 PM	0.820	903,540	
31		Kansas City	MO	KMBC-ABC	7/1/2007	1:30 PM	0.820	913,280	
32		Columbus	OH	WSFJ-IND	4/16/2006	8:30 PM	0.808	890,770	
32		Columbus	OH	WSFJ-IND	9/9/2006	7:00 PM	0.808	890,770	
33		Cincinnati	OH	WBQC-IND	5/8/2007	9:00 PM	0.797	886,910	
36		Salt Lake City	UT	KSL-NBC	3/17/2007	12:00 PM	0.754	839,170	
	1	Park City	UT	PCTV	25	Airings	10AM-3PM		3,850,000
		Park City	UT	PCTV	84	Airings	7PM-6AM		9,240,000
	1	St. George	UT	KCSG-TV	4	Airings	10AM-3PM		1,800,000
		St. George	UT	KCSG-TV	6	Airings	3PM-7PM		462,000
		St. George	UT	KCSG-TV	13	Airing	7PM-6AM		1,001,000
	*	St. George	UT	KCSG-TV	4	Airings	7PM-6AM		1,800,000
37		San Antonio	TX	WOAI-NBC	8/20/2006	11:30 AM	0.736	810,830	
38		West Palm Beach	FL	WPBF-ABC	3/11/2006	5:00 PM	0.682	751,930	
39		Grand Rapids	MI	WXMI-FOX	3/5/2006	12:00 PM	0.664	731,630	
39		Grand Rapids	MI	WXMI-FOX	4/16/2006	11:00 AM	0.664	731,630	
40		Birmingham	AL						
	1	Birmingham	AL	WHSE-TV	25	Airings	10AM-3PM		1,625,000
		Birmingham	AL	WHSE-TV	31	Airings	3PM-7PM		2,015,000
		Birmingham	AL	WHSE-TV	33	Airings	7PM-6AM		2,080,000
41		Harrisburg	PA	WHP-CBS	5/21/2006	12:30 PM	0.641	707,010	
41		Harrisburg	PA	WHP-CBS	12/29/2007	4:00 PM	0.641	713,960	
	1	Millersville	PA	MUTV-TV	8	Airings	6AM-10AM		44,000
		Millersville	PA	MUTV-TV	8	Airings	3PM-7PM		44,000
		Millersville	PA	MUTV-TV	8	Airings	7PM-6AM		44,000
42		Norfolk/Portsmouth	VA	WAVY-NBC	7/23/2006	12:00 PM	0.640	704,810	
42		Norfolk/Portsmouth	VA	WAVY-NBC	11/19/2006	1:00 PM	0.640	704,810	

42		Norfolk/Portsmouth	VA	WAVY-NBC	12/25/2006	2:00 PM	0.640	704,810	
42		Norfolk/Portsmouth	VA	WAVY-NBC	3/17/2007	1:00 PM	0.640	712,790	
42		Norfolk/Portsmouth	VA	WAVY-NBC	10/13/2007	1:00 PM	0.640	712,790	
44		Memphis	TN						
	1	Memphis	TN	The Variety Channel - VTV	7/8/2007	9:30 PM			100,000
		Memphis	TN	The Variety Channel - VTV	7/22/2007	8:30 PM			100,000
		Memphis	TN	The Variety Channel - VTV	8/5/2007	9:00 PM			100,000
45		Oklahoma City	OK	KFOR-NBC	6/5/2007	1:30 AM	0.595	655,400	
		Oklahoma City	OK	KXOC-TV	1 Airing	10AM-3PM			400,000
46		Albuquerque	NM	KOAT-ABC	5/13/2006	12:00 PM	0.593	653,680	
46		Albuquerque	NM	KOAT-ABC	6/25/2006	12:30 PM	0.593	653,680	
45		Albuquerque	NM	KOAT-ABC	4/21/2007	12:00 PM	0.595	662,380	
45		Albuquerque	NM	KOAT-ABC	6/2/2007	3:30 PM	0.595	662,380	
47		Greensboro	NC	WMYV-UPN	7/16/2006	3:30 PM	0.592	652,020	
47		Greensboro	NC	WXLV-ABC	4/8/2007	12:00 PM	0.593	660,570	
	1	Reidsville	NC	WGSR-TV	5 Airing	3PM-7PM			750,000
		Reidsville	NC	WGSR-TV	2 Airing	6AM-10AM			300,000
		Reidsville	NC	WGSR-TV	2 Airings	7PM-6AM			310,000
48		Las Vegas	NC	KLAS-CBS	6/11/2006	12:30 PM	0.591	651,110	
43		Las Vegas	VA	KTNV-ABC	3/24/2007	3:00 PM	0.603	671,630	
43		Las Vegas	VA	KTNV-ABC	4/21/2007	2:30 PM	0.603	671,630	
43		Las Vegas	VA	KTNV-ABC	6/10/2007	12:30 PM	0.603	671,630	
	1	Pahrump	NV	KPVM-TV	5 Airings	10AM-3PM			50,000
48		Louisville	KY	WHAS-ABC	6/17/2007	5:00 PM	0.582	648,190	
48		Louisville	KY	WHAS-ABC	7/1/2007	2:00 PM	0.582	648,190	
48		Louisville	KY	WHAS-ABC	7/8/2007	3:00 PM	0.582	648,190	
49		Buffalo	NY	WUTV-FOX	7/22/2006	7:00 PM	0.585	644,430	
49		Buffalo	NY	WNYO-My Net.	5/13/2007	3:30 PM	0.575	639,990	
49		Buffalo	NY	WNYO-My Net.	9/20/2007	12:30 PM	0.575	639,990	
50		Louisville	KY	WYCS-IND	8/26/2006	10:30 PM	0.584	643,290	
50		Jacksonville	FL						
	1	Jacksonville	FL	The Variety Channel - VTV	7/8/2007	9:30 PM			160,000
		Jacksonville	FL	The Variety Channel - VTV	7/22/2007	8:30 PM			160,000
		Jacksonville	FL	The Variety Channel - VTV	8/5/2007	9:00 PM			160,000
51		Providence	RI	WNAC-FOX	7/16/2006	3:30 PM	0.580	639,590	
53		Austin	TX	KEYE-CBS	7/1/2006	1:30 PM	0.535	589,360	
53		Austin	TX	KEYE-CBS	4/28/2007	12:30 PM	0.541	602,340	
52		Austin	TX	KEYE-CBS	5/13/2007	3:00 PM	0.541	602,340	
54		Wilkes Barre	PA	WOLF-FOX	7/8/2006	5:00 PM	0.534	588,540	
53		Wilkes Barre	PA	WOLF-FOX	1/28/2007	6:00 PM	0.530	590,170	
53		Wilkes Barre	PA	WOLF-FOX	2/3/2007	5:30 PM	0.530	590,170	
53		Wilkes Barre	PA	WOLF-FOX	3/31/2007	5:30 PM	0.530	590,170	
53		Wilkes Barre	PA	WOLF-FOX	4/15/2007	6:00 PM	0.530	590,170	

	1	Lehighton	PA	BRCTV-13	1	Airing	6AM-10AM			140,000
		Lehighton	PA	BRCTV-13	1	Airing	10AM-3PM			140,000
		Lehighton	PA	BRCTV-13	2	Airings	3PM-7PM			280,000
		Lehighton	PA	BRCTV-13	2	Airings	7PM-6AM			280,000
55		Albany	NY	WNYT-NBC	4/29/2006	1:00 PM	0.496		546,210	
	1	Albany	NY	The Variety Channel - VTV	7/8/2007	9:30 PM				218,000
		Albany	NY	The Variety Channel - VTV	7/22/2007	8:30 PM				218,000
		Albany	NY	The Variety Channel - VTV	8/5/2007	9:00 PM				218,000
56		Fresno	CA	KGMC-IND	5/28/2006	11:30 PM	0.496		546,210	
56		Fresno	CA	KGMC-IND	6/22/2006	12:00 AM	0.496		546,210	
56		Fresno	CA	KFSN-ABC	8/12/2007	2:00 PM				
	1	Fresno	CA	Comcast SportsNet West	6/2/2006	4:30 PM				346,000
		Fresno	CA	Comcast SportsNet West	6/10/2006	5:30 PM				346,000
	1	Fresno	CA	The Variety Channel - VTV	7/8/2007	9:30 PM				100,000
		Fresno	CA	The Variety Channel - VTV	7/22/2007	8:30 PM				100,000
		Fresno	CA	The Variety Channel - VTV	8/5/2007	9:00 PM				100,000
57		Little Rock	AR	KTHV-CBS	6/16/2007	4:30 PM	0.485		539,900	
	1	Little Rock	AR	The Variety Channel - VTV	7/8/2007	9:30 PM				45,000
		Little Rock	AR	The Variety Channel - VTV	7/22/2007	8:30 PM				45,000
		Little Rock	AR	The Variety Channel - VTV	8/5/2007	9:00 PM				45,000
58		Knoxville	TN	WVLT-CBS	6/10/2006	1:30 PM	0.468		516,180	
58		Knoxville	TN	WTNZ-FOX	7/9/2006	3:30 PM	0.468		516,180	
58		Knoxville	TN	WTNZ-FOX	8/6/2006	4:00 PM	0.468		516,180	
58		Knoxville	TN	WTNZ-FOX	8/27/2006	1:30 PM	0.468		516,180	
60		Knoxville	TN	WATE-ABC	6/16/2007	3:00 PM	0.470		523,010	
60		Knoxville	TN	WTNZ-FOX	8/19/2007	3:30 PM	0.470		523,010	
	1	Harrogate	TN	Lincoln Mem. U TV	3	Airings	3PM-7PM			15,600
59		Dayton	OH	MVC-UPN	4/6/2006	6:00 PM	0.466		513,610	
59		Dayton	OH	MVC-UPN	5/5/2006	9:30 AM	0.466		513,610	
59		Dayton	OH	WHIO-CBS	6/17/2006	4:00 PM	0.466		513,610	
58		Dayton	OH	WHIO-CBS	7/21/2007	12:30 PM	0.477		531,120	
61		Tulsa	OK	KOKI-FOX	4/2/2006	11:00 AM	0.463		510,480	
61		Tulsa	OK	KOKI-FOX	4/8/2006	5:30 PM	0.463		510,480	
61		Tulsa	OK	KOKI-FOX	4/29/2007	12:00 PM	0.434		483,520	
61		Tulsa	OK	KMYT-My Net.	6/17/2007	11:30 AM	0.434		483,520	
	1	Tulsa	OK	The Variety Channel - VTV	7/8/2007	9:30 PM				35,810
		Tulsa	OK	The Variety Channel - VTV	7/22/2007	8:30 PM				35,810
		Tulsa	OK	The Variety Channel - VTV	8/5/2007	9:00 PM				35,810
62		Mobile	AL	WJTC-UPN	6/10/2006	11:30 AM	0.455		501,130	
62		Mobile	AL	WPMI-NBC	8/20/2006	1:00 PM	0.455		501,130	
64		Fort Myers	FL	WXCW-CW	7/8/2007	3:30 PM	0.430		479,130	
64		Chareston	WV	WSAZ-NBC	4/8/2007	7:30 AM	0.428		477,040	
64		Chareston	WV	WSAZ-NBC	4/22/2007	9:00 AM	0.428		477,040	

	1	Louisa	KY	R&R Communications	4	Airings	6AM-10AM				30,000
	*	Louisa	KY	R&R Communications	23	Airings	6AM-10AM				322,000
		Louisa	KY	R&R Communications	4	Airings	10AM-3PM				30,000
	*	Louisa	KY	R&R Communications	17	Airings	10AM-3PM				238,000
		Louisa	KY	R&R Communications	18	Airings	3PM-7PM				135,000
	*	Louisa	KY	R&R Communications	50	Airings	3PM-7PM				700,000
		Louisa	KY	R&R Communications	28	Airings	7PM-6AM				210,000
	*	Louisa	KY	R&R Communications	54	Airings	7PM-6AM				756,000
66		Flint	MI	WNEM-My Net.	1/21/2007		5:00 PM	0.260		289,402	
66		Flint	MI	WNEM-My Net.	4/22/2007		6:00 PM	0.260		289,402	
66		Flint	MI	WNEM-CBS	5/27/2007		1:00 PM	0.426		474,430	
69		Green Bay	WI	WFRV-CBS	6/4/2006		11:30 AM	0.400		440,390	
69		Green Bay	WI	WFRV-CBS	7/29/2006		12:00 PM	0.400		440,390	
	1	Manitowoc	WI	Comcast Cable	8	Airings	6AM-10AM				79,200
		Manitowoc	WI	Comcast Cable	13	Airings	10AM-3PM				128,700
		Manitowoc	WI	Comcast Cable	14	Airings	3PM-7PM				138,600
		Manitowoc	WI	Comcast Cable	3	Airings	7PM-6AM				29,700
70		Toledo	OH	WTVG-ABC	5/6/2006		2:30 PM	0.387		426,520	
71		Toledo	OH	WTOL-CBS	5/12/2007		3:30 PM	0.382		425,820	
71		Toledo	OH	WTOL-CBS	6/3/2007		6:00 AM	0.382		425,820	
71		Toledo	OH	WTOL-CBS	6/23/2007		1:30 PM	0.382		425,820	
	1	Defiance	OH	DCTV-TV	4	Airings	6AM-10AM				29,600
		Defiance	OH	DCTV-TV	3	Airing	10AM-3PM				22,200
		Defiance	OH	DCTV-TV	4	Airings	3PM-7PM				29,600
		Defiance	OH	DCTV-TV	6	Airings	7PM-6AM				44,400
	1	Wauseon	OH	INTV	25	Airings	10AM-3PM				300,000
		Wauseon	OH	INTV	22	Airings	3PM-7PM				264,000
		Wauseon	OH	INTV	26	Airings	7PM-6AM				312,000
71		Tucson	AZ	KVOA-NBC	6/10/2006		12:30 PM	0.383		422,480	
71		Tucson	AZ	KVOA-NBC	7/30/2006		11:00 AM	0.383		422,480	
70		Tucson	AZ	KVOA-NBC	4/22/2007		5:30 PM	0.389		433,310	
72		Honolulu	HI	KWHE-IND	7/8/2006		5:30 PM	0.377		414,960	
72		Honolulu	HI	KWHE-IND	9/26/2006		7:00 PM	0.377		414,960	
73		Des Moines	IA	KDSM-FOX	4/30/2006		5:30 PM	0.375		413,590	
73		Des Moines	IA	KDSM-FOX	4/15/2007		5:30 PM	0.375		417,900	
73		Des Moines	IA	KDSM-FOX	7/22/2007		5:30 PM	0.375		417,900	
	1	Des Moines	IA	Mediacom	5	Airings	10AM-3PM				880,000
		Des Moines	IA	Mediacom	10	Airings	3PM-7PM				1,760,000
		Des Moines	IA	Mediacom	25	Airings	7PM-6AM				4,400,000
		Des Moines	IA	Mediacom	2	Airings	6AM-10AM				352,000
74		Portland	ME	WMTW-ABC	8/18/2007		12:00 PM	0.367		409,180	
	1	Augusta	ME	Time Warner Cable	1	Airing	10AM-3PM				150,000
		Augusta	ME	Time Warner Cable	2	Airings	3PM-7PM				300,000

	1	Carrabassett Valley	ME	WSKI-TV	32	Airings	6AM-10AM			192,000
		Carrabassett Valley	ME	WSKI-TV	55	Airings	7PM-6AM			330,000
75		Omaha	NE	KETV-ABC	3/25/2006		1:00 PM	0.363	399,830	
75		Omaha	NE	KETV-ABC	6/3/2007		11:30 AM	0.363	399,830	
76		Syracuse	NY							
	1	Syracuse	NY	The Variety Channel - VTV	7/8/2007		9:30 PM			94,462
		Syracuse	NY	The Variety Channel - VTV	7/22/2007		8:30 PM			94,462
		Syracuse	NY	The Variety Channel - VTV	8/5/2007		9:00 PM			94,462
	1	E. Syracuse	NY	Time Warner Cable	8	Airings	10AM-3PM			2,800,000
	*	E. Syracuse	NY	Time Warner Cable	1	Airing	10AM-3PM			500,000
		E. Syracuse	NY	Time Warner Cable	13	Airings	3PM-7PM			4,550,000
	*	E. Syracuse	NY	Time Warner Cable	2	Airings	3PM-7PM			1,000,000
		E. Syracuse	NY	Time Warner Cable	18	Airings	7PM-6AM			6,300,000
	*	E. Syracuse	NY	Time Warner Cable	1	Airing	7PM-6AM			500,000
77		Springfield	MO	KYTV-NBC	6/25/2006		4:00 AM	0.359	395,820	
	1	Springfield	MO	Mediacom	12	Airings	6AM-10AM			792,000
		Springfield	MO	Mediacom	1	Airing	10AM-3PM			66,000
		Springfield	MO	Mediacom	1	Airing	3PM-7PM			240,000
		Springfield	MO	Mediacom	9	Airings	7PM-6AM			240,000
80		Paducah	KY	WSIL-ABC	6/24/2007		3:00 PM	0.345	384,510	
82		Champaign	IL	WBVI-WBN	4/16/2006		4:30 PM	0.343	378,100	
82		Champaign	IL	WBUI-WBN	5/14/2006		4:30 PM	0.343	378,100	
82		Champaign	IL	WBUI-WBN	7/23/2006		6:00 PM	0.343	378,100	
82		Champaign	IL	WBUI-CW	9/23/2006		9:00 PM	0.343	378,100	
84		Huntsville	AL	WYLE-IND	4/22/2006		6:00 PM	0.336	370,820	
84		Huntsville	AL	WYLE-IND	7/15/2006		6:30 PM	0.336	370,820	
84		Huntsville	AL	WYLE-IND	10/7/2006		7:30 PM	0.336	370,820	
	1	Florence	AL	KBCF/WXFL-TV	1	Airing	3PM-7PM			78,800
85		Madison	WI	WISC-CBS	8/6/2006		11:30 AM	0.332	365,550	
88		South Bend	IN	WSJV-FOX	2/17/2007		1:00 PM	0.300	334,370	
87		South Bend	IN	WSJV-FOX	5/21/2006		6:00 PM	0.302	333,190	
87		South Bend	IN	WSJV-FOX	7/1/2006		7:00 PM	0.302	333,190	
86		Chattanooga	TN	WDSI-FOX	2/4/2007		6:00 PM	0.312	347,380	
89		Cedar Rapids	IA	KCRG-ABC	8/12/2007		4:00 PM	0.299	333,270	
	1	Cedar Rapids	IA	Mediacom	5	Airings	10AM-3PM			975,000
		Cedar Rapids	IA	Mediacom	10	Airings	3PM-7PM			1,950,000
		Cedar Rapids	IA	Mediacom	25	Airings	7PM-6AM			4,875,000
		Cedar Rapids	IA	Mediacom	2	Airings	6AM-10AM			390,000
90		Burlington	VT	WCAX-CBS	6/24/2006		3:00 PM	0.296	325,720	
90		Burlington	VT	WCAX-CBS	4/8/2007		1:00 PM	0.294	327,480	
90		Burlington	VT	WCAX-CBS	5/12/2007		2:30 PM	0.294	327,480	
	1	Brattleboro/Stratton	VT	WVBK-TV	28	Airings	6AM-10AM			1,820,000
		Brattleboro/Stratton	VT	WVBK-TV	42	Airings	10AM-3PM			2,889,600

	Brattleboro/Stratton	VT	WVBC-TV	28	Airings	7PM-6AM			1,820,000
1	Smugglers Notch	VT	Smuggs TV	45	Airings	7PM-6AM			18,000
*	Smugglers Notch	VT	Smuggs TV	22	Airings	7PM-6AM			44,000
*	Smugglers Notch	VT	Smuggs TV	4	Airings	7PM-6AM			12,000
*	Smugglers Notch	VT	Smuggs TV	62	Airings	7PM-6AM			24,800
1	Stowe	VT	RSN	26	Airings	7PM-6AM			172,224
	Stowe	VT	RSN	10	Airings	3PM-7PM			66,240
	Stowe	VT	RSN	10	Airings	6AM-10AM			66,240
91	Tri-Cities	TN/VA	WJHL-CBS		7/22/2006	2:00 PM	0.294		323,690
92	Tri-Cities	TN/VA	WJHL-CBS		3/10/2007	8:00 AM	0.293		326,560
92	Tri-Cities	TN/VA	WJHL-CBS		11/17/2007	2:00 PM	0.293		326,560
94	Colorado Springs	CO	KRDO-ABC		5/27/2007	11:00 AM	0.284		316,630
94	Colorado Springs	CO	KRDO-ABC		6/3/2007	11:00 AM	0.284		316,630
94	Colorado Springs	CO	KRDO-ABC		6/9/2007	2:00 PM	0.284		316,630
94	Colorado Springs	CO	KRDO-ABC		6/24/2007	3:30 PM	0.284		316,630
94	Colorado Springs	CO	KRDO-ABC		8/12/2007	11:30 AM	0.284		316,630
94	Waco	TX	KXXV-ABC		3/11/2006	4:30 PM	0.282		310,960
95	Waco	TX	KXXV-ABC		7/6/2007	1:30 AM	0.280		311,690
95	Davenport	IA	WQAD-ABC		5/14/2006	12:00 PM	0.280		308,380
95	Davenport	IA	WQAD-ABC		3/18/2007	1:00 PM	0.277		308,360
1	Davenport	IA	Mediacom	5	Airings	10AM-3PM			639,250
	Davenport	IA	Mediacom	10	Airings	3PM-7PM			1,278,500
	Davenport	IA	Mediacom	25	Airings	7PM-6AM			3,196,250
	Davenport	IA	Mediacom	2	Airings	6AM-10AM			255,700
96	Baton Rouge	LA							
1	Morgan City	LA	KWBJ-TV	1	Airing	6AM-10AM			25,000
	Morgan City	LA	KWBJ-TV	2	Airings	10AM-3PM			50,000
	Morgan City	LA	KWBJ-TV	1	Airing	3PM-7PM			25,000
	Morgan City	LA	KWBJ-TV	3	Airings	7PM-6AM			75,000
97	Savannah	GA	WTGS-FOX		10/21/2006	4:30 PM	0.277		305,810
97	Savannah	GA	WTGS-FOX		3/24/2007	3:30 PM	0.268		298,130
97	Savannah	GA	WTGS-FOX		4/28/2007	2:00 PM	0.268		298,130
99	El Paso	TX	KFQX-FOX		7/8/2006	1:00 PM	0.264		290,540
99	El Paso	TX	KFQX-FOX		8/5/2006	1:00 PM	0.264		290,540
99	El Paso	TX	KFQX-FOX		7/22/2007	5:30 PM	0.264		293,700
104	Fort Smith	AR	KNWA-NBC		6/25/2006	12:00 PM	0.248		273,000
102	Fort Smith	AR	KSBN-IND		5/4/2007	4:30 PM	0.252		280,510
102	Fort Smith	AR	KSBN-IND		8/22/2007	9:00 PM	0.252		280,510
102	Fort Smith	AR	KSBN-IND		8/25/2007	10:00 PM	0.252		280,510
102	Fort Smith	AR	KSBN-IND		10/6/2007	10:00 PM	0.252		280,510
102	Fort Smith	AR	KSBN-IND		12/2/2007	8:00 PM	0.252		280,510
105	Myrtle Beach	SC	WBTW-CBS		6/17/2007	12:00 PM	0.245		272,340
105	Myrtle Beach	SC	WBTW-CBS		7/14/2007	1:00 PM	0.245		272,340

105	Myrtle Beach	SC	WFXB-FOX	7/15/2007	2:30 PM	0.245	272,340
106	Ft. Wayne	IN	WFFT-FOX	4/15/2006	2:00 PM	0.245	270,500
106	Ft. Wayne	IN	WFFT-FOX	4/30/2006	5:30 PM	0.245	270,500
106	Ft. Wayne	IN	WFFT-FOX	7/16/2006	2:00 PM	0.245	270,500
106	Ft. Wayne	IN	WFFT-FOX	7/15/2007	5:00 PM	0.244	271,550
107	Myrtle Beach	SC	WFXB-FOX	7/9/2006	4:30 PM	0.241	265,770
108	Tallahassee	FL	WTVL-ABC	6/17/2007	5:30 PM	0.239	266,210
108	Tallahassee	FL	WTVL-ABC	6/24/2007	5:00 PM	0.239	266,210
108	Tallahassee	FL	WTLH-FOX	8/4/2007	12:30 PM	0.239	266,210
110	Lansing	MI	WILX-NBC	1/1/2006	2:30 PM	0.233	256,790
110	Lansing	MI	WILX-NBC	9/17/2006	2:00 PM	0.233	256,790
112	Lansing	MI	WILX-NBC	7/29/2007	11:00 AM	0.230	256,190
111	Tyler	TX	KFXK-FOX	4/16/2006	10:30 PM	0.232	255,770
111	Tyler	TX	KLPN-UPN	5/21/2006	12:30 PM	0.232	255,770
111	Tyler	TX	KLPN-UPN	6/25/2006	1:30 PM	0.232	255,770
112	Reno	NV					
1	Reno	NV	Comcast SportsNet West	6/2/2006	4:30 PM		87,000
	Reno	NV	Comcast SportsNet West	6/10/2006	5:30 PM		87,000
1	S. Lake Tahoe/Reno	NV/CA	Channels 5, 12,14 & 19	4	Airings	6AM-10AM	670,000
	S. Lake Tahoe/Reno	NV/CA	Channels 5, 12,14 & 19	18	Airings	10AM-3PM	3,015,000
	S. Lake Tahoe/Reno	NV/CA	Channels 5, 12,14 & 19	3	Airings	3PM-7PM	502,500
	S. Lake Tahoe/Reno	NV/CA	Channels 5, 12,14 & 19	31	Airings	7PM-6AM	5,192,500
*	S. Lake Tahoe/Reno	NV/CA	Channels 5, 12,14 & 19	7	Airings	6AM-10AM	1,137,500
	S. Lake Tahoe/Reno	NV/CA	Channels 5, 12,14 & 19	11	Airings	3PM-7PM	1,787,500
	S. Lake Tahoe/Reno	NV/CA	Channels 5, 12,14 & 19	21	Airings	7PM-6AM	3,412,500
113	Traverse City	MI	WGTU-ABC	4/29/2006	5:30 PM	0.225	247,600
113	Traverse City	MI	WGTU-ABC	3/10/2007	12:00 PM	0.223	248,680
113	Traverse City	MI	WGTU-ABC	5/23/2007	10:30 AM	0.223	248,680
115	Sioux Falls	SK	KELO-CBS	3/31/2007	12:00 PM	0.222	247,000
117	Peoria	IL	WMBD-CBS	6/24/2006	1:00 PM	0.219	241,800
116	Peoria	IL	WMBD-CBS	6/17/2007	2:00 PM	0.219	243,280
1	Bloomington	IL	Insight Communications	14	Airings	6AM-10AM	896,000
	Bloomington	IL	Insight Communications	14	Airings	10AM-3PM	896,000
	Bloomington	IL	Insight Communications	19	Airings	3PM-7PM	1,216,000
	Bloomington	IL	Insight Communications	29	Airings	7PM-6AM	1,856,000
119	Boise	ID	KBCI-CBS	4/8/2006	11:30 AM	0.209	230,100
119	Boise	ID	KBCI-CBS	5/20/2006	11:30 AM	0.209	230,100
119	Boise	ID	KBCI-CBS	6/18/2006	12:00 PM	0.209	230,100
118	Boise	ID	KBCI-CBS	4/1/2007	4:30 PM	0.215	238,990
121	Eugene	OR	KEZI-ABC	6/29/2006	9:00 PM	0.208	229,280
122	Santa Barbara	CA	KEYT-ABC	6/12/2007	1:00 PM	0.205	227,700
122	Santa Barbara	CA	KEYT-ABC	12/9/2007	2:00 PM	0.205	227,700
123	La Crosse	WI	WXOW-ABC	9/17/2006	2:30 PM	0.203	224,090

123	La Crosse	WI	WXOW-ABC	9/24/2006	2:00 PM	0.203	224,090	
123	La Crosse	WI	WEAU-NBC	12/16/2006	2:30 PM	0.203	224,090	
124	Lafayette	LA	KATC-ABC	4/8/2006	2:00 PM	0.200	220,030	
124	Lafayette	LA	KATC-ABC	5/28/2006	10:30 AM	0.200	220,030	
124	Lafayette	LA	KATC-ABC	9/24/2006	2:00 PM	0.200	220,030	
124	Monterey	CA	KION-CBS	4/15/2007	3:00 PM	0.196	218,390	
124	Monterey	CA	KCBS-FOX	5/20/2007	9:00 AM	0.196	218,390	
124	Monterey	CA	KION-CBS	5/27/2007	3:30 PM	0.196	218,390	
126	Bakersfield	CA	KUVI-My Net.	9/9/2007	12:30 PM	0.189	210,960	
128	Columbus	GA	WLTZ-NBC	2/4/2007	6:00 PM	0.186	207,180	
128	Columbus	GA	WLTZ-NBC	7/22/2007	6:00 PM	0.186	207,180	
130	Chico/Redding	CA	KCRC-ABC	6/16/2007	1:00 PM	0.174	194,160	
1	Chico/Redding	CA	Comcast SportsNet West	6/2/2006	4:30 PM			115,000
	Chico/Redding	CA	Comcast SportsNet West	6/10/2006	5:30 PM			115,000
131	Amarillo	TX	KAMR-NBC	9/16/2006	1:30 PM	0.173	190,250	
131	Amarillo	TX	KAMR-NBC	10/1/2006	12:00 PM	0.173	190,250	
131	Amarillo	TX	KAMR-NBC	11/4/2006	1:00 PM	0.173	190,250	
131	Amarillo	TX	KFDA-CBS	5/12/2007	1:00 PM	0.171	190,590	
131	Amarillo	TX	KFDA-CBS	5/27/2007	12:00 PM	0.171	190,590	
131	Amarillo	TX	KFDA-CBS	6/2/2007	12:00 PM	0.171	190,590	
131	Amarillo	TX	KFDA-CBS	6/16/2007	12:30 PM	0.171	190,590	
132	Columbus	MS	WCBI-CBS	6/3/2006	11:00 AM	0.169	186,510	
132	Columbus	MS	WCBI-CBS	7/16/2006	11:30 AM	0.169	186,510	
132	Columbus	MS	WCBI-CBS	4/22/2007	11:00 PM	0.168	187,150	
132	Columbus	MS	WCBI-CBS	5/19/2007	12:00 PM	0.168	187,150	
132	Columbus	MS	WCBI-CBS	6/16/2007	1:30 PM	0.168	187,150	
1	Bruce	MS	W07BN-TV7	10	Airings	6AM-10AM		500,000
	Bruce	MS	W07BN-TV7	1	Airing	10AM-3PM		50,000
	Bruce	MS	W07BN-TV7	13	Airings	7PM-6AM		650,000
133	Rockford	IL	WTVO-ABC	9/24/2006	12:30 PM	0.166	183,090	
133	Rockford	IL	WTVO-ABC	7/14/2007	1:00 PM		184,560	
134	Wausau	WI	WAOW-ABC	4/22/2007	4:30 PM	0.162	180,640	
135	Monroe	LA	KTVE-NBC	4/9/2006	11:00 AM	0.158	174,370	
135	Monroe	LA	KTVE-NBC	8/5/2006	1:00 PM	0.158	174,370	
135	Monroe	LA	KTVE-NBC	9/10/2006	12:00 PM	0.158	174,370	
137	Duluth	MN	WDIO-ABC	6/16/2007	1:30 PM	0.154	171,780	
138	Topeka	KS	WIBW-NBC	1/21/2007	3:00 PM	0.154	171,310	
138	Topeka	KS	WIBW-NBC	6/16/2007	3:00 PM	0.154	171,310	
139	Columbia	MO						
1	Columbia	MO	Mediacom	5	Airings	6AM-10AM		300,000
	Columbia	MO	Mediacom	2	Airings	3PM-7PM		120,000
	Columbia	MO	Mediacom	2	Airings	7PM-6AM		120,000
140	Beaumont	TX	KBMT-ABC	5/6/2006	1:30 PM	0.152	167,430	

140	Beaumont	TX	KBMT-ABC		4/14/2007	2:30 PM	0.150	167,090
140	Beaumont	TX	KBMT-ABC		4/22/2007	1:00 PM	0.150	167,090
140	Beaumont	TX	KBMT-ABC		5/19/2007	1:00 PM	0.150	167,090
140	Beaumont	TX	KBMT-ABC		6/23/2007	1:30 PM	0.150	167,090
141	Medford	OR	KDRV-ABC		6/29/2006	9:00 PM	0.148	163,090
142	Erie	PA	WSEE-CBS		8/12/2006	2:00 AM	0.144	158,660
142	Erie	PA	WSEE-CBS		2/24/2007	2:00 PM	0.144	158,660
142	Erie	PA	WSEE-CBS		3/31/2007	4:30 PM	0.144	158,660
142	Erie	PA	WJET-ABC		5/20/2007	12:30 PM	0.142	157,860
142	Erie	PA	WJET-ABC		3/24/2007	2:00 PM	0.142	157,860
142	Erie	PA	WJET-ABC		3/31/2007	4:30 PM	0.142	157,860
143	Sioux City	IA	KTIV-NBC		7/30/2006	1:00 PM	0.142	156,950
144	Wichita Falls	TX	KSWO-ABC		7/22/2006	5:30 AM	0.141	154,960
144	Wichita Falls	TX	KSWO-ABC		8/13/2006	4:30 PM	0.141	154,960
146	Wichita Falls	TX	KSWO-ABC		4/7/2007	2:00 PM	0.137	152,380
146	Wichita Falls	TX	KSWO-ABC		5/13/2007	1:30 PM	0.137	152,380
146	Joplin	MO	KOAM-CBS		6/25/2006	1:00 PM	0.139	153,720
146	Joplin	MO	KOAM-CBS		7/22/2006	11:30 PM	0.139	153,720
144	Joplin	MO	KOAM-CBS		5/12/2007	2:00 PM	0.139	154,640
	1 Joplin	MO	KGCS-TV	10	Airings	7PM-6AM		350,000
148	Salisbury	MD	WMDT-ABC		5/6/2006	4:00 PM	0.134	147,890
149	Bluefield	WV	WOAY-ABC		3/18/2006	4:00 PM	0.132	145,850
149	Bluefield	WV	WOAY-ABC		5/14/2006	1:30 PM	0.132	145,850
149	Bluefield	WV	WOAY-ABC		8/19/2006	3:00 PM	0.132	145,850
150	Bluefield	WV	WOAY-ABC		5/5/2007	2:30 PM	0.131	145,550
150	Bluefield	WV	WOAY-ABC		6/28/2007	1:30 PM	0.131	145,550
150	Bluefield	WV	WOAY-ABC		7/7/2007	3:00 PM	0.131	145,550
150	Bluefield	WV	WOAY-ABC		11/11/2007	2:00 PM	0.131	145,550
151	Bangor	ME	WABI-CBS		6/25/2006	1:00 PM	0.130	142,790
152	Bangor	ME	WABI-CBS		5/12/2007	1:00 PM	0.129	143,170
152	Bangor	ME	WABI-CBS		5/27/2007	1:30 AM	0.129	143,170
152	Bangor	ME	WABI-CBS		6/16/2007	1:30 AM	0.129	143,170
153	Rochester	MN	KAAL-ABC		1/1/2007	3:00 PM	0.129	143,090
155	Anchorage	AK	KTBY-FOX		7/1/2007	2:30 PM	0.128	141,290
154	Anchorage	AK	KTBY-FOX		8/12/2007	2:30 PM	0.128	142,230
154	Anchorage	AK	KTBY-FOX		8/19/2007	10:30 AM	0.128	142,230
154	Anchorage	AK	KTBY-FOX		7/29/2007	1:00 PM	0.128	142,230
156	Binghamton	NY	WBPH-UPN		7/30/2006	4:30 PM	0.126	138,560
156	Binghamton	NY	WICZ-FOX		9/2/2006	5:30 PM	0.126	138,560
156	Binghamton	NY	WBPH-UPN		9/3/2006	11:00 AM	0.126	138,560
156	Binghamton	NY	WBPH-FOX		10/14/2006	12:30 PM	0.126	138,560
156	Binghamton	NY	WBPN-My Net.		6/3/2007	10:30 AM	0.124	138,220
156	Binghamton	NY	WBPN-My Net.		6/29/2007	10:30 AM	0.124	138,220

158	Biloxi	MS	WXXV-FOX	7/9/2006	5:00 PM	0.124	136,450
158	Biloxi	MS	WXXV-FOX	7/23/2006	5:00 PM	0.124	136,450
158	Biloxi	MS	WXXV-FOX	8/27/2006	2:00 PM	0.124	136,450
159	Midland/Odessa	TX	KOSA-ABC	8/20/2006	12:30 PM	0.123	135,100
159	Midland/Odessa	TX	KOSA-ABC	11/4/2006	12:00 PM	0.123	135,100
159	Midland/Odessa	TX	KOSA-ABC	5/13/2007	4:00 PM	0.122	135,270
159	Midland/Odessa	TX	KOSA-ABC	6/17/2007	12:00 PM	0.122	135,270
160	Biloxi	MS	WXXV-FOX	1/27/2007	11:00 AM	0.121	134,320
160	Biloxi	MS	WXXV-FOX	4/8/2007	5:00 PM	0.121	134,320
161	Sherman/Ada	TX	UXII-My Net.	7/25/2007	10:30 PM	0.112	124,330
162	Gainesville	FL	WGFL-CBS	6/11/2006	5:00 PM	0.106	117,190
162	Gainesville	FL	WYPN-UPN	6/10/2006	1:00 PM	0.106	117,190
164	Abilene	TX	KRBC-NBC	5/19/2007	2:00 PM	0.103	114,210
165	Clarksburg	WV	WDTV-UPN	9/9/2006	9:30 PM	0.027	30,000
166	Clarksburg	WV	WVFX-FOX	8/12/2007	12:30 PM	0.098	109,020
166	Clarksburg	WV	WDTV-CBS	9/2/2007	4:00 PM	0.098	109,020
166	Utica	NY	WFXV-FOX	8/13/2006	2:00 PM	0.096	106,130
169	Utica	NY	WPNY-My Net.	9/9/2007	1:00 PM	0.095	106,080
168	Missoula	MT	KTMF-ABC	5/13/2006	12:00 PM	0.095	104,700
168	Missoula	MT	KMMF-FOX	5/20/2006	6:30 PM	0.095	104,700
168	Missoula	MT	KTMF-ABC	8/20/2006	11:00 AM	0.095	104,700
168	Missoula	MT	KTMF-ABC	9/23/2006	4:00 PM	0.095	104,700
168	Missoula	MT	KMMF-FOX	5/12/2007	8:00 PM	0.095	106,250
168	Missoula	MT	KTMF-ABC	6/30/2007	11:30 AM	0.095	106,250
168	Missoula	MT	KMMF-FOX	7/8/2007	1:00 PM	0.095	106,250
168	Missoula	MT	KTMF-ABC	9/15/2007	4:30 PM	0.095	106,250
170	Yuma	AZ	KECY-FOX	7/23/2006	11:30 AM	0.094	103,170
170	Yuma	AZ	KECY-FOX	9/17/2006	10:00 AM	0.094	103,170
167	Yuma	AZ	KECY-FOX	1/1/2007	1:30 AM	0.096	107,360
171	Quincy	IL	WGEM-NBC	10/14/2007	1:00 PM	0.093	103,690
172	Dothan	AL	WDHN-ABC	11/4/2006	4:00 AM	0.089	98,370
173	Elmira	NY	WYDC-FOX	8/6/2006	3:00 PM	0.088	97,210
173	Elmira	NY	WJKP-FOX	9/16/2006	6:30 PM	0.088	97,210
173	Elmira	NY	WJKP-FOX	9/28/2006	11:00 AM	0.088	97,210
173	Elmira	NY	WENY-ABC	6/24/2007	5:30 PM	0.087	96,690
173	Elmira	NY	WENY-ABC	10/20/2007	2:00 PM	0.087	96,690
174	Jackson	TN/VA	WJKT-UPN	5/7/2006	2:00 PM	0.086	95,010
176	Watertown	NY	WWNY-CBS	6/16/2007	5:30 PM	0.084	94,050
176	Alexandria	LA	KALB-NBC	12/31/2006	12:00 PM	0.085	93,120
179	Alexandria	LA	NALB-CBS	5/13/2007	4:00 PM	0.080	89,600
179	Alexandria	LA	KALB-NBC	7/15/2007	12:30 PM	0.080	89,600
177	Rapid City	SD	KEVN-FOX	3/19/2006	3:00 PM	0.083	91,070
177	Rapid City	SD	KEVN-FOX	4/30/2006	3:00 PM	0.083	91,070

177	Rapid City	SD	KEVV-FOX	5/7/2006	2:30 PM	0.083	91,070
180	Marquette	MI	WJMN-CBS	6/4/2006	11:30 AM	0.081	89,160
180	Marquette	MI	WJMN-CBS	7/29/2006	12:00 PM	0.081	89,160
1	Negaunee	MI	Charter Communications	21	Airings	3PM-7PM	1,050,000
180	Jonesboro	AR	KAIT-ABC	7/7/2007	2:00 PM	0.080	89,500
180	Jonesboro	AR	KAIT-ABC	7/8/2007	2:00 PM	0.080	89,500
181	Harrisonburg	VA	WHSV-ABC	7/29/2006	5:00 PM	0.078	85,870
183	Bowling Green	KY	WBKO-ABC	7/8/2006	12:30 PM	0.068	75,420
183	Bowling Green	KY	WBKO-DT-FOX	2/25/2007	12:30 PM	0.069	76,910
184	Meridian	MS	WMDN-CBS	4/16/2006	1:30 PM	0.065	71,210
184	Meridian	MS	WGBN-NBC	7/23/2006	12:30 PM	0.065	71,210
184	Meridian	MS	WGBN-NBC	11/12/2006	1:00 PM	0.065	71,210
185	Meridian	MS	WTOK-ABC	2/24/2007	12:30 PM	0.067	74,440
186	Grand Junction	CO	KJCT-ABC	5/26/2007	12:00 PM	0.062	69,560
186	Grand Junction	CO	KJCT-ABC	6/12/2007	1:00 AM	0.062	69,560
188	Laredo	TX	KGNS-NBC	5/28/2006	11:00 AM	0.058	64,410
188	Laredo	TX	KGNS-NBC	6/25/2006	1:00 PM	0.058	64,410
188	Laredo	TX	KGNS-NBC	12/31/2006	10:00 AM	0.058	64,410
187	Laredo	TX	KGNS-NBC	7/28/2007	12:30 PM	0.059	65,790
189	Great Falls	MT	KFBB-ABC	5/13/2006	12:30 PM	0.058	64,130
189	Great Falls	MT	KLMN-FOX	5/20/2006	6:30 PM	0.058	64,130
189	Great Falls	MT	KFBB-ABC	9/23/2006	3:30 PM	0.058	64,130
190	Great Falls	MT	KFBB-ABC	5/12/2007	12:00 PM	0.057	63,510
190	Great Falls	MT	KFBB-ABC	7/15/2007	12:00 PM	0.057	63,510
190	Great Falls	MT	KFBB-ABC	9/15/2007	4:30 PM	0.057	63,510
193	Butte/Bozeman	MT	KWYB-ABC	5/13/2006	12:00 PM	0.054	59,300
193	Butte/Bozeman	MT	KBTZ-FOX	5/20/2006	6:30 PM	0.054	59,300
193	Butte/Bozeman	MT	KWYB-ABC	6/20/2006	11:00 AM	0.054	59,300
193	Butte/Bozeman	MT	KWYB-ABC	9/23/2006	4:00 PM	0.054	59,300
192	Butte/Bozeman	MT	KBTZ-FOX	5/12/2007	8:00 PM	0.055	61,160
192	Butte/Bozeman	MT	KWYB-ABC	6/30/2007	11:30 AM	0.055	61,160
192	Butte/Bozeman	MT	KBTZ-FOX	7/8/2007	1:00 PM	0.055	61,160
192	Butte/Bozeman	MT	KWYB-ABC	9/15/2007	4:30 PM	0.055	61,160
194	Eureka	CA	KVIQ-CBS	6/16/2007	1:00 PM	0.053	59,300
196	Bend	OR	KFOX-FOX	6/11/2006	5:30 PM	0.049	54,250
196	Bend	OR	KFOX-FOX	9/3/2006	11:30 AM	0.049	54,250
197	San Angelo	TX	KSAN-NBC	5/19/2007	2:00 PM	0.048	52,930
198	Casper	WY	KTWO-ABC	8/20/2006	2:00 PM	0.047	52,070
198	Casper	WY	KTWO-ABC	3/11/2007	10:30 AM	0.047	52,400
198	Casper	WY	KTWO-ABC	3/25/2007	10:30 AM	0.047	52,400
198	Casper	WY	KTWO-ABC	4/14/2007	1:30 PM	0.047	52,400
198	Casper	WY	KTWO-ABC	4/22/2007	10:30 AM	0.047	52,400
199	Ottumwa	IA	KTVO-ABC	3/18/2006	4:30 PM	0.047	51,290

199	Ottumwa	IA	KTVO-ABC	8/20/2006	4:00 PM	0.047	51,290	
	1 Ottumwa	IA	Mediacom	5	Airings	10AM-3PM		87,500
	Ottumwa	IA	Mediacom	10	Airings	3PM-7PM		175,000
	Ottumwa	IA	Mediacom	25	Airings	7PM-6AM		437,500
	Ottumwa	IA	Mediacom	2	Airings	6AM-10AM		35,000
203	Fairbanks	AK	KTVF-NBC	7/29/2006	11:30 AM	0.029	32,310	
203	Fairbanks	AK	KTVF-NBC	10/22/2006	2:30 PM	0.029	32,310	
202	Fairbanks	AK	KTVF-NBC	1/27/2007	3:30 PM	0.030	33,240	
202	Fairbanks	AK	KTVF-NBC	4/14/2007	3:00 PM	0.030	33,240	
202	Fairbanks	AK	KTVF-NBC	8/18/2007	2:30 PM	0.030	33,240	
205	Victoria	TX	KVCT-FOX	4/9/2006	12:00 PM	0.027	30,250	
205	Victoria	TX	KAVU-ABC	6/18/2006	1:00 PM	0.027	30,250	
206	Helena	MT	KHBB-ABC	5/13/2006	12:30 PM	0.023	25,810	
206	Helena	MT	KHBB-ABC	9/23/2006	4:30 PM	0.023	25,810	
206	Helena	MT	KHBB-ABC	5/12/2007	12:00 PM	0.023	25,970	
206	Helena	MT	KHBB-ABC	7/15/2007	12:00 PM	0.023	25,970	
206	Helena	MT	KHBB-ABC	7/15/2007	12:00 PM	0.023	25,970	
206	Helena	MT	KHBB-ABC	7/22/2007	12:00 PM	0.023	25,970	
206	Helena	MT	KHBB-ABC	9/15/2007	4:30 PM	0.023	25,970	
210	Glendive	MT	KXGN-CBS	9/16/2006	11:00 PM	0.005	5,020	

**Total # of
Cable Channels**

72

Total Percentage of Potential Broadcast TV Households Reached: 147.86
Total Number of Potential Broadcast TV Households Reached: 165,512,624
Total Number of Potential Cable TV Households Reached: 183,267,610

Please Note:
 Bolded type cities indicate Broadcast DMA Markets.
 All listings below the bolded type cities represent additional clearances within that DMA market via Local Origination Cable and/or Low Power Television stations.

* Indicates increase in potential television households.

+ Comcast SportsNet-Detroit also reaches Indianapolis #25, Grand Rapids #39, Ft. Wayne #106 and Lansing #110.
 ++ MountainWest Sports Network of Denver also reaches Salt Lake City #36, Albuquerque #46 and CO Springs #93.

WSEE-CBS of Erie, PA #142 also seen via satellite in Costa Rica, Puerto Rico, the Virgin Islands, Cozumel Antigua, Aruba, Bahamas, Barbados, Belize, Bermuda, Cayman Islands, Curacao, Dominica, Dominican Republic, Honduras, Jamaica and Panama.

RESORT SPORTS NETWORK (RSN)

*** Final Report ***

**TITLE: *TAKIN' TO THE TRAILS...*
*OFF ROAD, ON THE ROCKS & THROUGH THE MUD***

(Accumulation since inception)

RSN Affiliate Markets

<u>California</u> Blue River Carson Valley Heavenly Kirkwood Mammoth North Lake Tahoe South Lake Tahoe Squaw Valley Truckee	<u>Florida</u> Destin/Ft. Walton Key West Panama Beach Panama City Beach Pensacola Perdido Key Sandestin	<u>New Hampshire</u> Attitash Bear Peak Black Mountain Great Glen Jackson King Pine Lincoln Loon Mountain Mt. Cranmore North Conway Plymouth Wildcat North Conway	<u>Oregon</u> Bend Black Butte Eagle Crest Inn @ 7th Mountain Mt. Bachelor Redmond Sisters Sun River	<u>Vermont</u> Ascutney Bromley Dover Haystack Killington Mad River Glen Mount Snow Okemo Pico Rutland Smuggler Notch Stowe Stratton Sugarbush Suicide Six Waitsfield Warren Wilmington
<u>Colorado</u> Aspen Avon Beaver Creek Blue River Breckenridge Buttermilk Crested Butte Dillon Eagle & Eagle CO Edwards Frisco Gypsum Keystone Silverthorne Snowmass Steamboat Springs Summit County Vail	<u>Idaho</u> Haley Ketchum Sun Valley	<u>New York</u> E. Hampton Southampton Riverhead Shelter Isalnd Southold Westhampton	<u>South Carolina</u> Myrtle Beach	<u>Utah</u> Deer Valley Park City The Canyons Salt Lake City Salt Lake The Canyons

<u>Number of Airings</u>	<u>Time</u>	<u>Total TV Households Reached</u>
3 Airings	7 PM - 10 PM	47,619
	Total TV Households Reached:	47,619

RESORT SPORTS NETWORK (RSN)

*** Final Report ***

TITLE: *TAKIN' TO THE TRAILS...*
OFF ROAD, ON THE ROCKS & THROUGH THE MUD

(Accumulation since inception)

RSN Affiliate Markets

California	Idaho	New Hampshire	South Carolina	Colorado
Alpine Meadows	Haley	Attitash	Myrtle Beach	Arapahoe Basin
Blue River	Ketchum	Bear Notch		Arrowhead
Carson Valley	Sun Valley	Bear Peak	Vermont	Aspen
Heavenly		Black Mountain	Ascutney	Aspen Highlands
June Mountain	Maine	Great Glen	Bromley	Avon
Kirkwood	Bethel	Jackson	Dover	Beaver Creek
Mammoth	Kingfield	King Pine	Haystack	Breckenridge
North Lake Tahoe	Sugarloaf	Lincoln	Killington	Buttermilk
Northstar-at-Tahoe	Sunday River	Loon Mountain	Mad River Glen	Copper Mountain
Sierra at Tahoe		Mt. Cranmore	Mount Snow	Crested Butte
South Lake Tahoe	New York	North Conway	Okemo	Dillon
Squaw Valley	Hamptons	Plymouth	Pico	Eagle
Truckee		Waterville Valley	Rutland	Eagle County
	Nevada	Wildcat	Smuggler Notch	Edwards
Florida	Carson City		Stowe	Frisco
Destin/Ft. Walton	Diamond Peak	Oregon	Stratton	Gypsum
Key West	Incline Village	Bend	Sugarbush	Keystone
Panama City Beach	Mt. Rose	Black Butte	Suicide Six	Mountain Village
Pensacola	Reno	Eagle Crest	Waitsfield	Silverthorne
Perdido Key		Inn at 7th Mtn.	Warren	Snowmass
Sandestin		Mt. Bachelor	Wilmington	Steamboat Springs
		Redmond		Summit County
		Sisters	Utah	Vail
		Sun River	Deer Valley	
			Park City	
			The Canyons	

<u>Number of Airings</u>	<u>Time</u>	<u>Potential TV Households Reached</u>
6 Airings	4 PM - 7 PM	7,717,110
Total TV Households Reached:		7,717,110

AUTO SHOWS & BASEBALL GAMES

(Direct Viewership)

TITLE: *TAKIN' TO THE TRAILS...* *OFF ROAD, ON THE ROCKS & THROUGH THE MUD*

*** Final Report ***

Keep in mind, *Hills, Chills & Thrills* also aired during the 2006 auto shows while
Takin' to the Trails... and *Uncharted...* also aired during the 2007 auto shows.

DISTRIBUTION AVENUES	NUMBER OF PARTICIPANTS
Chicago, IL Auto Show	1,000,000
Memphis, TN Auto Show	43,000
Cleveland, OH Auto Show	Yr. 2006 648,881
Minneapolis, MN Auto Show	418,000
Springfield, MA Auto Show	41,462
2-Day Atlanta Braves/Boston Red Socks Game (6/18/07 attendance 47,562 & 6/19/07 attendance 47,910)	30,000
Omaha, NE Auto & Truck Show	50,000
Minneapolis, MN Auto Show	Yr. 2007 450,000
Cincinnati, OH Auto Show	90,000
Knoxville, TN Auto Show (Please note: Previous Camp Jeep titles also ran including <i>Hills...</i> & <i>Trails...</i>)	28,000
Dayton, OH Auto Show	35,000
Phoenix, AZ Auto Show	
Las Vegas, NV Auto Show	
Total Participants:	2,834,343

INTERNET

*** Final Report ***

**TITLE: TAKIN' TO THE TRAILS...
OFF ROAD, ON THE ROCKS & THROUGH THE MUD**

(Accumulation since inception)

INTERNET SITE
- www.ivnet.tv -

**TOTAL # OF "HITS" FOR
APRIL 2006 - DECEMBER 2006**

4,100,000 *Direct Viewers*

CONTENT ON GUBA.com

Takin' to the Trails - Camp Jeep 2005

1. Camp Jeep Day 1 - 6 min 39 sec
2. Camp Jeep Day 2 - 10 min 18 sec
3. Camp Jeep Day 3 - 6 min 35 sec

TOTAL # OF "HITS" FOR...

1. May 2007	30
2. June 2007	68
3. July 2007	168
4. August 2007	101
5. September 2007	245
6. October 2007	163

TOTAL: 775

Takin'... airings on Telluride WEBTV.com

1. 6AM - 10AM	5,317
2. 10AM - 3PM	5,317
3. 3PM - 7PM	5,317
4. 7PM - 6AM	5,317

TOTAL: 21,268

4,122,043 *TOTAL Direct Viewers*