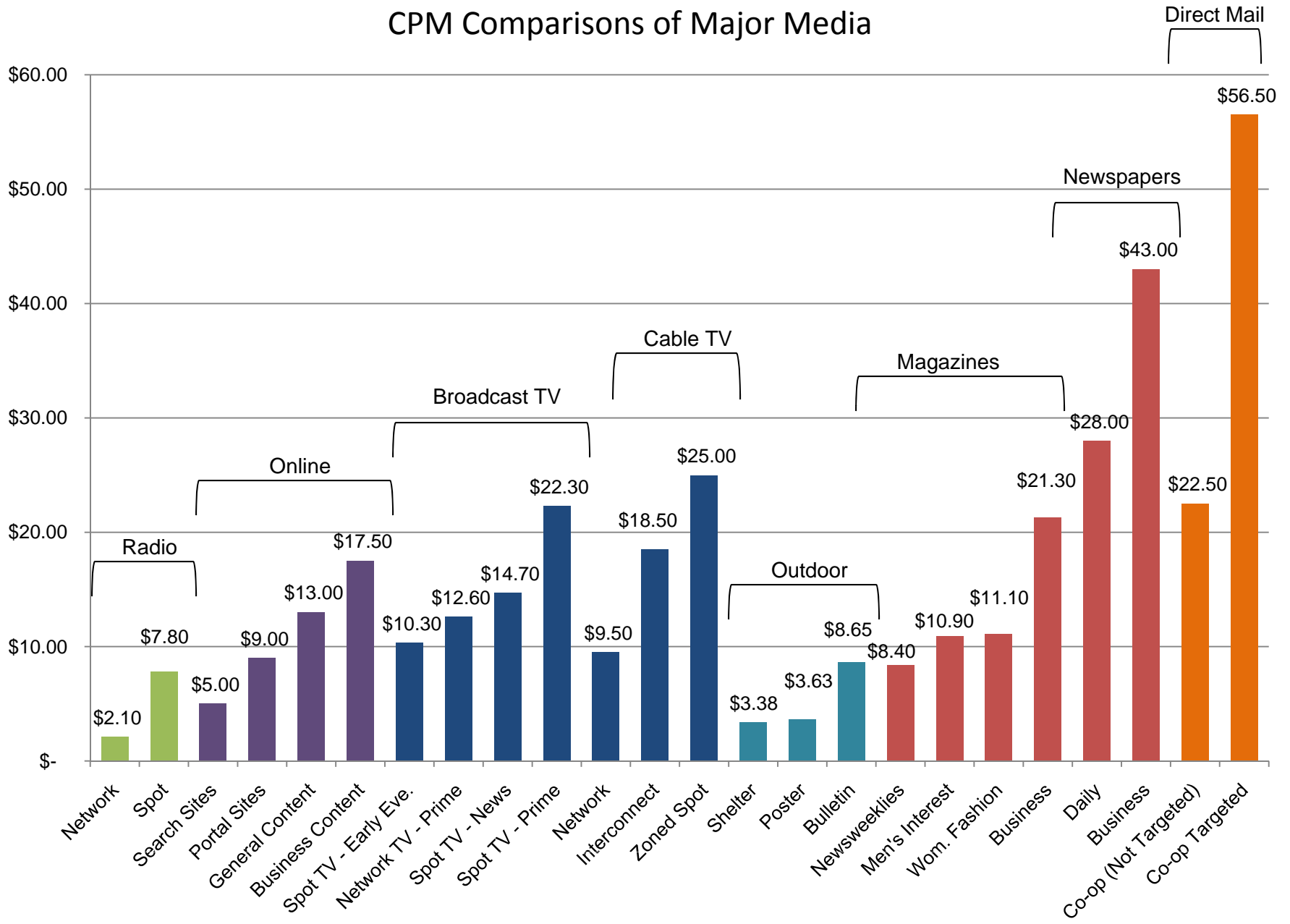


CPM Comparisons of Major Media



Source: Wells Fargo Securities, 2007-2008, Nielsen Out of Home Figures, 2011