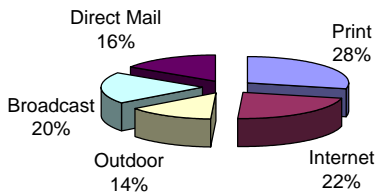
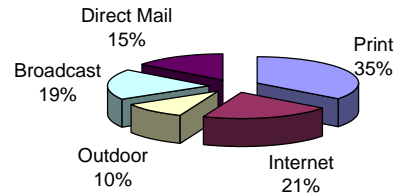


Summer 2009 Media Mix



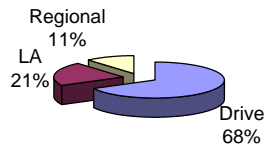
Percent Change	
Print	-7%
Internet	3%
Broadcast	0%
Outdoor	4%
Direct Mail	0%

Summer 2008 Media Mix



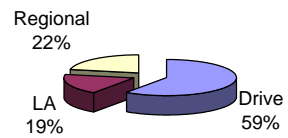
Percent Change	
Print	9%
LA	2%
Regional	-11%

Drive vs Destination



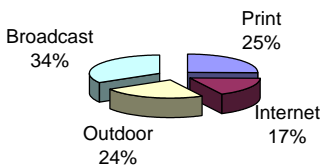
Percent Change	
Print	0%
Internet	-1%
Broadcast	-3%
Outdoor	4%

Drive vs Destination



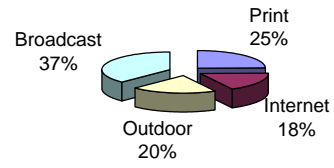
Percent Change	
Print	-12%
Internet	12%

Drive (SF) Media Mix

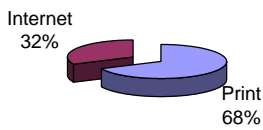


Percent Change	
Print	-38%
Internet	21%
Annuals	17%

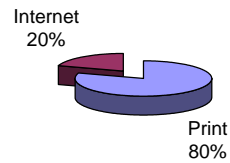
Drive (SF) Media Mix



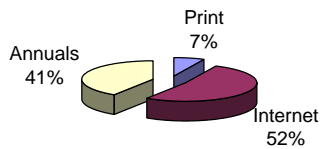
LA/OC Media Mix



LA/OC Media Mix



Regional Media Mix



Regional Media Mix

