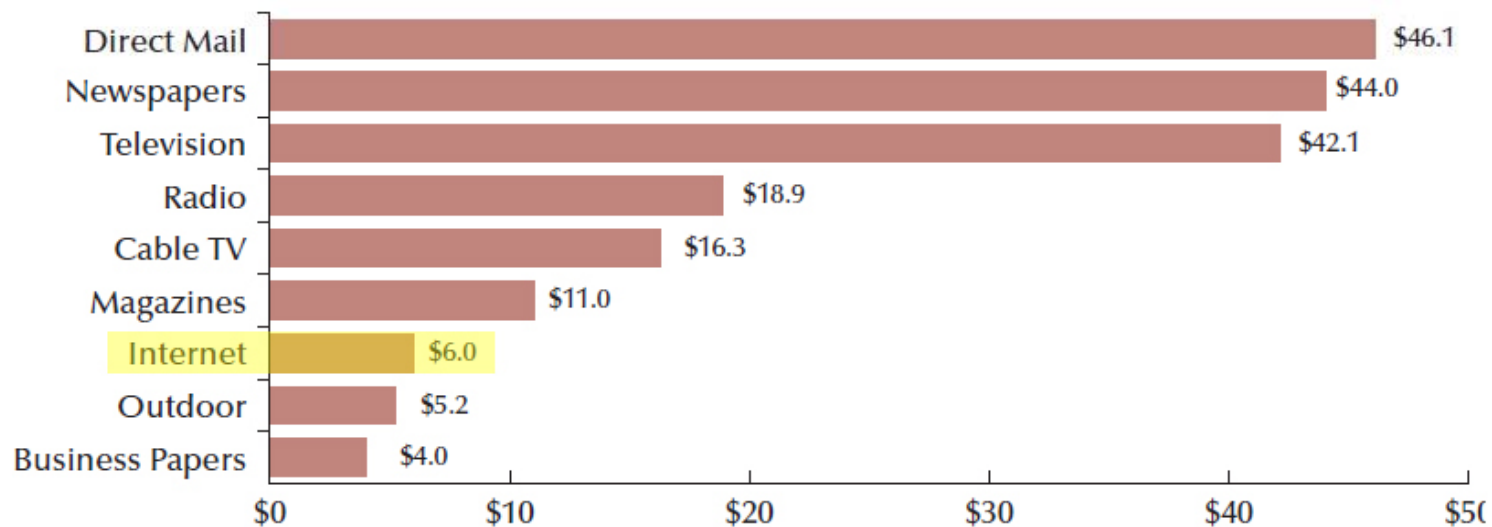


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Internet Advertising Spend vs Other Advertising Sectors

- Internet advertising revenues accounted for approximately 2.5 percent of total U.S. ad spending in 2002, down from approximately 3.1 percent in 2001.
- Internet advertising surpassed a couple of traditional media sectors since reporting in 1996, but trails the next sector, magazines, by a considerable margin.

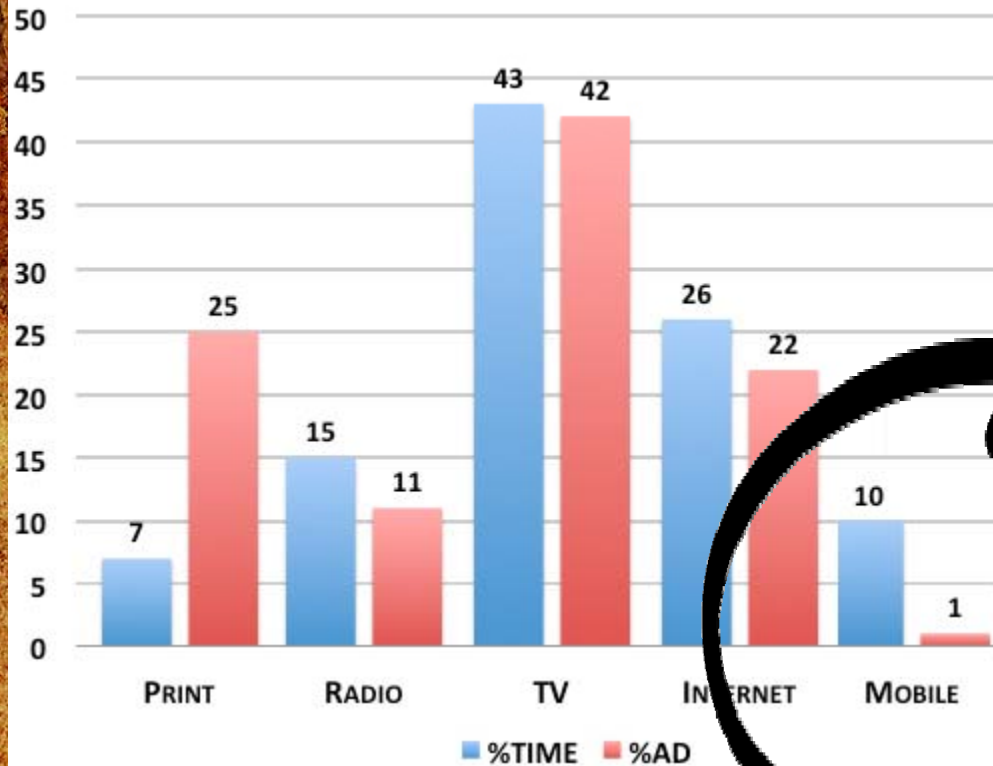
Overall Advertising Market-Media Comparison (US \$Billions)



Sources: IAB/PwC Revenue Report; McCann-Erickson

MOBILE DISCONNECT

THIS IS WHERE YOU SPEND YOUR ATTENTION.
THIS IS WHERE THEY SPEND THEIR ADVERTISING.



Derek Thompson at www.TheAtlantic.com MAY 31 2012

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