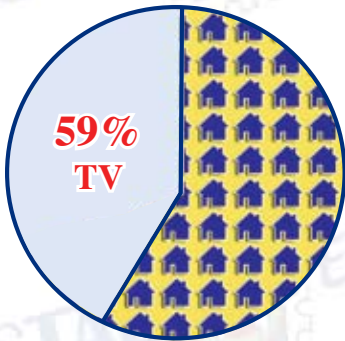
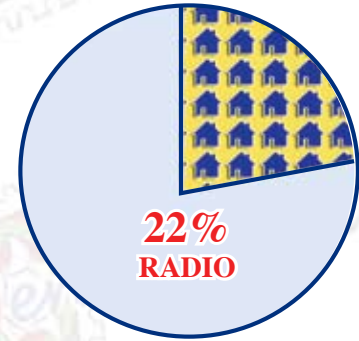
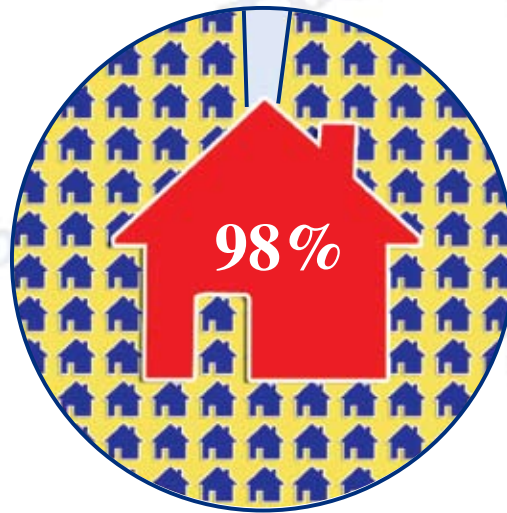


The Power of Direct Mail

REACH MORE - FOR LESS

More Hispanic Families Homes are Reached Than any Other Method of Advertising
 All Within Your Businesses Prime Marketing Area
 Spanish Language Media Comparison Using #1 Rated Media in its Class

POSTAL EN ESPAÑOL



*In the Mailbox
 In the Hands
 In the Eyes
 Into your Business
 That's the Power of Direct Mail*

Source: NSI.Nielson May 2007 Share • Arbitron Media Ethnic ABC - Audit Bureau of Circulation Postal 3002 USPS

98% Penetration of Core Hispanic Family Households with Targeted Zip Codes

Grand Total Hispanic Households Penetrated Qty. 60,000

ZONE 1

Town N' Country

Hispanic Household Qty. 10,000

33635, 33634, 33615, 33614

ZONE 2

West / South Tampa

Hispanic Household Qty. 10,000

33602, 33603, 33606, 33607, 33609,
 33611, 33616, 33629, 33614

ZONE 3

Ybor, South Tampa

Hispanic Household Qty. 10,000

33604, 33605, 33610, 33614, 33619

ZONE 4

West Chase, Carrollwood, Citrus Park

Hispanic Household Qty. 10,000

33612, 33613, 33618, 33624, 33625, 33626,
 33548, 33556, 33558

ZONE 5

New Tampa, Temple Terrace, Thonotosassa

Hispanic Household Qty. 10,000

33549, 33559, 33584, 33592, 33617,
 33637, 33647, 33610, 33612, 33613,
 33619

ZONE 6

Brandon, Plant City, Riverview, Ruskin, Wimauma

Hispanic Household Qty. 10,000

33547, 33565, 33567, 33563, 33566, 33527,
 33511, 33569, 33594, 33534, 33510, 33572,
 33573, 33570, 33598