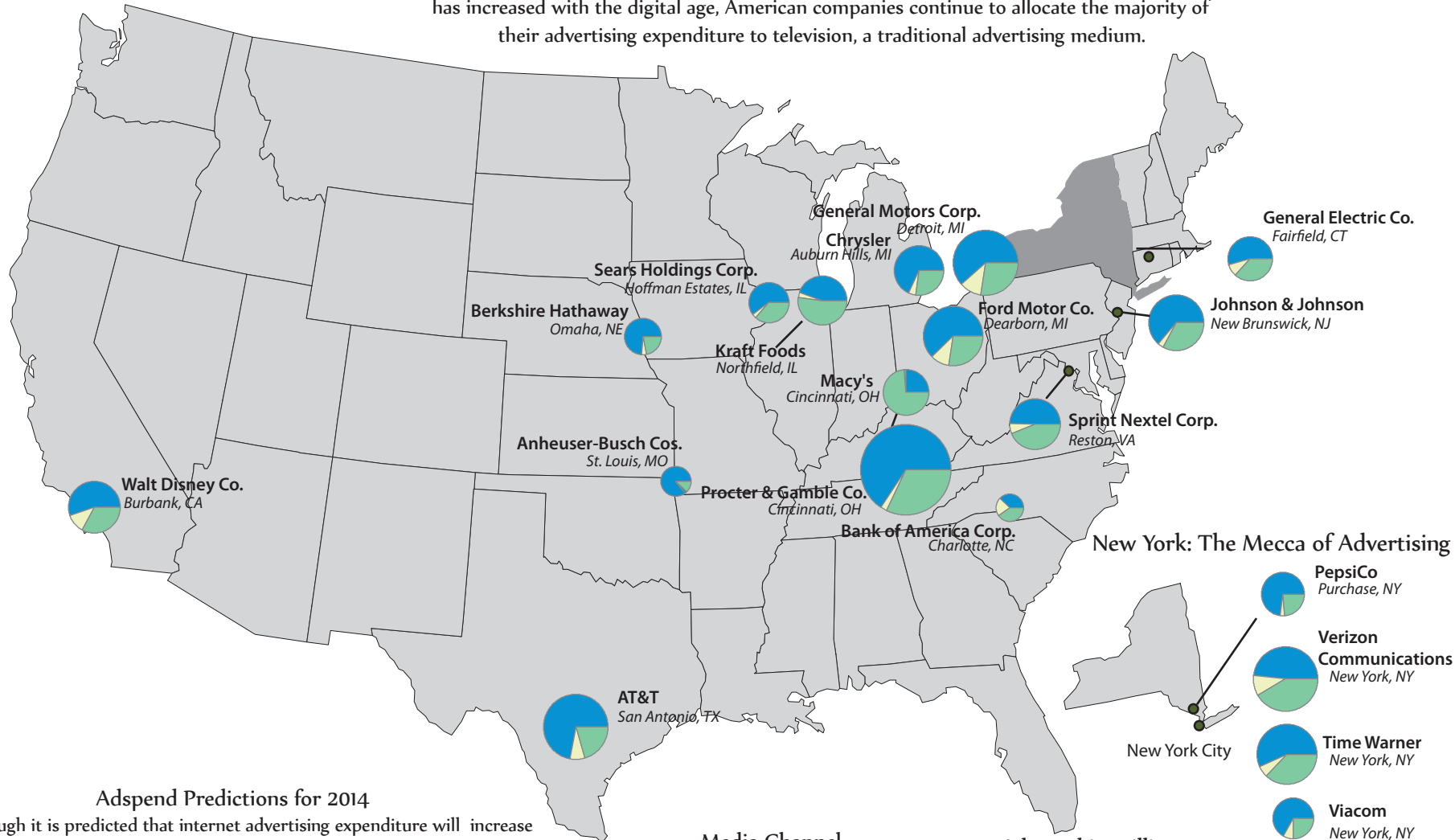


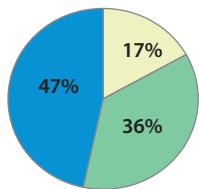
THE CHANGING MEDIA LANDSCAPE AND ADVERTISING EXPENDITURE

With the growth of the digital age one would assume that major American companies are allocating the majority of their advertising expenditure towards the internet. Although Internet advertising has increased with the digital age, American companies continue to allocate the majority of their advertising expenditure to television, a traditional advertising medium.

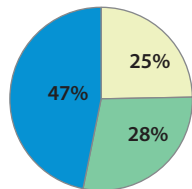


Adspend Predictions for 2014

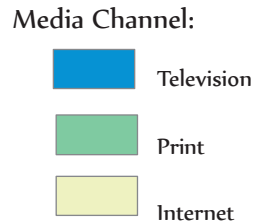
Although it is predicted that internet advertising expenditure will increase in the future, the majority of advertising expenditure will continue to be allocated to television. It is predicted that print media will decrease by 2014.



2010 Adspend



2014 Adspend Prediction



Adspend in Millions \$:

