

MARKET DISTRIBUTION BY CHANNEL - St Louis

DATE: 10/16/2006 to 10/30/2006

S.NO	INDUSTRY	CCIN	CNBC	CNN	ESPN	FNC	FSM
1	Alcoholic Beverages	11%			5%		82%
2	Apparel			12%	12%		75%
3	Automobile//Auto Equip	3%	26%	4%	8%	8%	48%
4	Aviation//Airlines		51%	27%		17%	3%
5	Banking// Financial Services	3%	71%	6%	2%	7%	8%
6	Branded foods/Non Alcoholic Beverages	1%	11%	4%	4%	2%	76%