

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

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
1	1 888 55i will	1 888 55 IWill		100%				
2	26moneypower.com	26moneypower.com		42%	26%	4%	19%	7%
3	800CreditCardDebt	800CreditCardDebt						100%
4	9fastfreeinfo.com	9fastfreeinfo.com	5%	33%	20%	14%	14%	11%
5	A.G. Edwards & Sons, Inc	A.G. Edwards		37%	33%	8%	20%	
6	AARP	AARP		100%				
7	AARP	AARP Medicare RX Plan		60%			40%	
8	Abbott Laboratories	FreeStyle		80%			20%	
9	Abbott Laboratories	Glucerna		100%				
10	ABC	College Football				100%		
11	ABC	The Nine				100%		
12	ABC, Inc	The Nine				100%		
13	AbsolutePoker.net	AbsolutePoker.net				100%		
14	ACE Hardware	ACE Hardware		28%		22%	32%	16%
15	Ace Hardware Corporation	Ace Kitchen Hardware	3%	24%		17%	41%	13%
16	Adams Respiratory Therapeutics	Mucinex	100%					
17	ADT Securities Services Inc	ADT					100%	
18	ADT Securities Services, Inc	ADT		93%		6%		
19	Advance Auto Parts	Advance Auto Parts	2%					97%
20	Advanced Auto Parts	Advanced Auto Parts						100%
21	Aeropostale	Aeropostale						100%
22	Affordable Auto Credit	Affordable Auto Credit				100%		
23	Aflac	Aflac		83%				16%
24	Ajinomoto U.S.A., Inc	Amino Vital						100%
25	Alberto Culver Company	Tresemme		100%				
26	ALDC Corporate, LLC	Advanced Lipo Dissolve Center	100%					

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27	AlertUSA	AlertUSA Personal Emergency Response System		100%				
28	Allstate Insurance Company	Allstate	66%			33%		
29	Alltel Corporation, Inc	Alltel Network						100%
30	Al s Automotive & Tire	Al s Automotive & Tire	25%			2%		72%
31	Amazing Siding Corporation	Amazing Siding and windows					100%	
32	AMC	Monsterfest X		41%	45%		12%	
33	American Airlines Inc	American Airlines		44%				56%
34	American Century Proprietary Holdings Inc	American Century Investments		96%				4%
35	American Chemistry Council Inc	American Chemistry Council			46%	6%	46%	
36	American Express Company	American Express		95%		3%	1%	
37	American Express Company	American Express Credit cards		95%	4%			
38	American Express Company	Blue Sky					100%	
39	American Express Company	Gold Delta SkyMiles		89%	6%		3%	
40	American Express Company	Platinum Cash Rebate Card		77%			22%	
41	American Farm Bureau Federation	Farm Bureau				25%		75%
42	American Heart Association, Inc	What Moves U		22%	18%	18%	21%	19%
43	American Heart Association, Inc	Yes on Amendment 3				33%		66%
44	American Honda Motor Co., Inc	Acura		60%		10%	20%	10%
45	American Honda Motor Co., Inc	Acura MDX		36%				63%
46	American Honda Motor Co., Inc	Acura MDX 2007		100%				
47	American Honda Motor Co., Inc	Acura RDX		83%	16%			
48	American Honda Motor Co., Inc	Acura TL		31%				68%
49	American Honda Motor Co., Inc	Honda Accord		100%				
50	American Honda Motor Co., Inc	Honda CRF						100%
51	American Honda Motor Co., Inc	Honda CR V			100%			
52	American Honda Motor Co., Inc	Honda Fourtrax Rancher						100%

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53	American Honda Motor Co., Inc	Honda Ridgeline						100%
54	American Honda Motor Co., Inc	Ridgeline						100%
55	American International Group, Inc	AIG		100%				
56	American International Group, Inc	American General Life	8%	45%	22%	6%	12%	5%
57	American Standard Companies, Inc	American Standard Heating and Air Conditioning	20%			80%		
58	American Standard Companies, Inc	Trane	50%				50%	
59	American Stock Exchange LLC	1 800 THEAMEX		94%	5%			
60	American Suzuki Motor Corporation	Suzuki				78%		21%
61	American TV & Appliance of Madison, Inc	American TV & Appliance				100%		
62	America s Drive In Corporation	Sonic						100%
63	America s Drive In Corporation	Sonic Cards						100%
64	America s Drive In Corporation	Sonic Extra long Cheesesteak						100%
65	America s Drive In Corporation	Sonics						100%
66	Ameriprise Financial, Inc	Ameriprise Financial		100%				
67	Ameristar Casinos Inc	Ameristar					100%	
68	Angie s List	Angie s List			34%		65%	
69	Anheuser Busch, Inc	Bud Light						100%
70	Anheuser Busch, Inc	Budweiser	37%					62%
71	Anheuser Busch, Inc	Busch Light						100%
72	Apple Computer, Inc	Mac		95%	2%	2%		
73	Arctic Cat	Arctic Cat ATV						100%
74	As Seen On TV Network	Dr. Grosso s Back Relief Belt		100%				
75	As Seen On TV Network	One Touch Can Opener		33%	33%		33%	
76	Association Of The U.S. Army	Army reserve						100%
77	AstraZeneca, LP	Crestor		100%				
78	AstraZeneca, LP	Nexium		69%	11%	7%	9%	1%

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79	AT&T Knowledge Ventures	AT&T		89%				10%
80	Autism Speaks	Autism Speaks		100%				
81	Autism Speaks International	Autism Speaks		100%				
82	Barclays USA Inc	Barclays		100%				
83	Barclays USA Inc	Barclays Global Investors		100%				
84	Bargain Network, Inc	Bargain Network				100%		
85	Barry and Diane Upchurch	Diane Upchurch	100%					
86	Bass Pro Outdoors Online LLC	Bass Pro						100%
87	Bauer Martinez Studios	Harsh Times			100%			
88	Bayer Corporation	Contour Meter		100%				
89	Bayer HealthCare LLC	Aleve		100%				
90	Bayer HealthCare LLC	Levitra		33%	66%			
91	Behlmann Auto	Behlmann Buick Pontiac GMC						100%
92	Behlmann Auto	Pontiac GMC						100%
93	Beiersdorf Inc	Nivea Smooth Sensation						100%
94	Berkeley Premium Nutraceuticals, Inc	www.enzyte.com		18%	27%	21%	14%	18%
95	Berkley Pure Fishing USA	Berkley Gulp						100%
96	Best Buy Co. Inc	Best Buy						100%
97	Biography	Country Gaints Week			54%		45%	
98	BJC Health Care	BJC Health Care					100%	
99	BJD Health Care	Christian Hospital		16%		23%	59%	
100	BlueHippo Funding, LLC	BlueHippo	6%	25%	18%	12%	25%	12%
101	BMW of North America, LLC	BMW, The Ultimate Sailing s Challenge		100%				
102	Board Of Governors, Missouri State University	Missouri State University						100%
103	Bodog Entertainment Group, SA	Bodog.net				100%		
104	Boehringer Ingelheim Pharmaceuticals, Inc	Flomax		100%				

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105	Bolero Energy Corporation	Bolero Energy						100%
106	Bolero Energy Corporation	Bolero Gas						100%
107	Bombardier Recreational Products, Inc	Evinrude E tec						100%
108	Bommarito Automotive Group	Bommarito Conversion Van & Truck Center	100%					
109	Bommarito Automotive Group	Bommarito GMC	100%					
110	Boost Worldwide, Inc	Boost Premium Prepaid						100%
111	Bose Corporation	QuiteComfort Headohones		100%				
112	Bosley Medical Institute	Bosley Hair Treatment		30%				70%
113	Boys Hope Girls Hope	Boys Hope Girls Hope		49%	50%			
114	BP Lubricants USA, Inc	Castrol GTX	4%			78%		17%
115	Brink s Home Security Inc	Brink s Home Security			100%			
116	Bristol Myers Squibb//Sanofi Pharmaceuticals	Padupdate.com		100%				
117	British Airways Plc	British Airways		85%		9%	5%	
118	BT Group	BT		100%				
119	Buffalo Wild Wings Grill & Bar	Buffalo Wild Wings				100%		
120	Burger King Brands, Inc	Angus Shroom & Swiss						100%
121	Burger King Brands, Inc	Burger King				100%		
122	Cable News Network LP, LLLP	CNN Program Ad		25%	18%	18%	18%	18%
123	Cadbury Adams USA LLC	Halls Vapour Action	100%					
124	Cambridge Credit Counseling Corporation	Cambridge Credit Counseling		7%	46%		46%	
125	Capital One Services, Inc	Capital One		100%				
126	Capital One Services, Inc	Capital One No Hassle Card	5%	94%				
127	Cargill Incorporated	Cargill Foods						100%
128	Carlos O Kelly s Mexican Cafe	Carlos O Kelly s Mexican Cafe						100%
129	CarNow Acceptance Company	J.D. Byrider				100%		
130	Carol House Furniture	Carol House					100%	

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131	Casino Queen, Inc	Casino Queen				40%	60%	
132	Casual Male Retail Group, Inc	Casual Male XL						100%
133	CCIN	Missou Football Replay show	29%			50%		20%
134	CCIN	Real Estate show	100%					
135	CCIN	The 2006 Regional Emmy Awards	75%	6%		9%	9%	
136	CCIN	The Real Estate Show	100%					
137	CCIN	The Set				100%		
138	CDW Corporation	CDW					100%	
139	Center of Creative Arts	COCA		100%				
140	Century 21 Neubauer Realty	Real Estate Services	100%					
141	Century 21 Real Estate LLC	314 849 1800	100%					
142	Century 21 Real Estate LLC	Real Estate Service	100%					
143	Charter Communications	CCIN Program Ad	15%	18%	18%	16%	19%	12%
144	Charter Communications	Charter		23%	22%	16%	22%	15%
145	Charter Communications	Charter Business Bundle		35%	33%		31%	
146	Charter Communications	Charter High Speed Internet		24%	22%	15%	26%	11%
147	Charter Communications	Charter On Demand	100%					
148	Charter Communications	Charter Telephone		20%	25%	12%	24%	17%
149	Charter Communications	Get Hooked On Health		24%	20%	18%	17%	20%
150	Charter Communications	Health Expo	0%	24%	19%	18%	23%	14%
151	Charter Communications	Karaoke Channel	23%	17%	5%	23%	5%	23%
152	Chattem Inc	ICY Hot Pro Therapy			100%			
153	Chick fil A, Inc	Chick fil A						100%
154	Choice Hotels International, Inc	Choice Hotels			33%	33%	33%	
155	Cinemax On Demand	Star Wars	3%	14%	14%	33%	25%	7%
156	Cingular Wireless	Cingular				100%		

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157	Circuit City Stores, Inc	Circuit City				40%		60%
158	Cisco Systems Inc	Cisco		85%			14%	
159	Citigroup Inc	Citi Business Advantage Card		100%				
160	Citigroup Inc	Citi PremierPass Card				100%		
161	Citrix Online, LLC	Go To Meeting		100%				
162	Clarkson Eye Care	Clarkson Lasik		41%			58%	
163	CNBC	Big Brother s Big Business		100%				
164	CNBC	CNBC Program Ad		100%				
165	CNBC	Inside American Airlines		100%				
166	CNBC	Mad Money		100%				
167	CNN	CNN Business News		100%				
168	Coldwell Banker Gundaker	314 849 2880, Larry Ochonicky	100%					
169	Coldwell Banker Gundaker	Bruce Lubbering	100%					
170	Coldwell Banker Gundaker	Coldwell Banker Gundaker	100%					
171	Coldwell Banker Gundaker	Kathy Roush	100%					
172	Coldwell Banker Gundaker	Real Estate Service	100%					
173	Coldwell Banker Gundaker	Real Estate Services	100%					
174	Coldwell Banker Gundaker	Roberta Atkinson	100%					
175	Coldwell Banker Gundaker	The Yuede Team	100%					
176	Colwell Banker Gundaker	Real Estate Service	100%					
177	Combe Incorporated	Sea Bond Dentures		100%				
178	Comcast Corporation	Comcast						100%
179	Concord Music Group	George Benson Al Jarreau Give It Up		83%			16%	
180	Consolidated Resorts Inc	Tahiti Village		77%				22%
181	Cooper Tire and Rubber Company	Cooper Tires						100%
182	Coors Brewing Company	Coors Light				100%		

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183	Countrywide Home Loans Inc	Countrywide Home Loans		22%	6%	2%	6%	62%
184	Cox Communications, Inc	Cox Digital Services				100%		
185	Cox Communications, Inc	Cox on Demand	50%			50%		
186	Cox Communications, Inc	On Demand		26%	21%	13%	21%	16%
187	Cox Communications, Inc	Posiedon	100%					
188	Cox Communications, Inc	Showtime from Cox Digital Cable		50%	50%			
189	CP Christianson Inc	Farmers Insurance						100%
190	Craftmatic Organization Inc	Craftmatic adjustable Beds		100%				
191	Credit Suisse Group	Credit Suisse		97%	0%		1%	
192	Crocs, Inc	Crocs						100%
193	CSTV Networks Inc	Mizzou Football						100%
194	Curves International Inc	Curves			50%		37%	12%
195	CW Television Network	CW 11 News.		100%				
196	Daimler Chrysler Corporation	Chrysler						100%
197	Daimler Chrysler Corporation	Chrysler Town Country, Pacifica	16%					83%
198	Daimler Chrysler Corporation	Dodge			12%			87%
199	Daimler Chrysler Corporation	Dodge 2006 Model Year end Clearance Sale			8%			91%
200	Daimler Chrysler Corporation	Dodge Caliber						100%
201	Daimler Chrysler Corporation	Dodge Ram						100%
202	Daimler Chrysler Corporation	Dodge Ram Mega Cab						100%
203	Daimler Chrysler Corporation	Jeep			50%		50%	
204	Daimler Chrysler Corporation	Jeep Wrangler						100%
205	Dave and Terry Guempel, Inc	Dave and Terry Guempel	100%					
206	Dave Mungenast Automotive Family	Dave Mungenast Lexus			31%	31%	36%	
207	Dell Inc	Dell		66%	33%			
208	Delta Dental Plans Association	Delta Dental						100%

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209	Democratic Senatorial Campaign Committee	Claire Mccaskill				30%		69%
210	Dental Today Inc	Value Dental		100%				
211	Deutsche Bank AG	DWS Scudder		100%				
212	Diabetes Care Club	Diabetes Care Club		100%				
213	Direct Advantage, Inc	Direct Advantage				100%		
214	Direct Buy	Direct Buy				100%		
215	Directv	The Real Deal						100%
216	Dobbs Tire and Auto	Dobbs Tire and Auto				23%		76%
217	Doctor Associates Inc	Subway						100%
218	Dover Motorsports, Inc	Nascar Busch series						100%
219	Dow Jones & Company, Inc	Wall Street News		100%				
220	Dr. Pepper// Seven Up, Inc	Dr Pepper						100%
221	Dr. Pepper// Seven Up, Inc	Dr Pepper Berries Cream						100%
222	Dr. Pepper// Seven Up, Inc	Dr. Pepper						100%
223	Dream Stage Entertainment	The Real Deal						100%
224	Dreamwork Pictures	Flags Of Our Fathers					100%	
225	E Trade Financial Corp	E Trade Financial		94%	5%			
226	eAcceleration Corp	Veloz		100%				
227	eBay Inc	5th Anniversary Twin tower commemorative sculpture		100%				
228	EchoStar Satellite L.L.C	Pay Per View program Ad						100%
229	Edward Jones	Edward Jones		100%				
230	eHarmony.com, Inc	eHarmony.com		13%			3%	83%
231	Electronic Arts Inc	EA Sports						100%
232	Electronic Arts Inc	EA Sports PGA Tour						100%
233	Electronic Arts Inc	NHL 2007						100%
234	Electronic Arts Inc	PGA Tour						100%

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235	Emerson Electric Co	Emerson		100%				
236	Empire Today, LLC	Empire						100%
237	Engineering Fitness International Inc	Total Gym		38%	53%		7%	
238	EnviroPly Manufacturing, Inc	Enviroply						100%
239	eSignal, Inc	eSignal		100%				
240	eSignal, Inc	Quote.com		100%				
241	ESPN	College Football				100%		
242	ESPN	College Game Day				100%		
243	ESPN	Monday Night Football				66%	33%	
244	ESPN	NBA				100%		
245	ESPN Internet Ventures	ESPN Visa Card				100%		
246	ESPN Internet Ventures	Mike & Mike in the Morning				100%		
247	Euro Pro	Infinity			83%		16%	
248	Eveready Battery Company, Inc	Energizer	100%					
249	Experian	FreeCreditReport.com		32%			20%	46%
250	Farmers Help Point Services	Farmers Help Point						100%
251	Fast Lane Classic Cars Inc	Fast Lane Classic Cars						100%
252	Fat Head Inc	Fat Head						100%
253	Fedex Corporation	Fedex		100%				
254	Feet For Life Centers	Feet For Life Centers			11%	23%	11%	52%
255	Flooring Industry Council	Floor Layers	38%			59%		1%
256	FMR Corp	Fidelity		100%				
257	FMR Corp	Fidelity Investments		100%				
258	FMR Corp	Fidelity Reserves	5%	22%	16%	11%	22%	22%
259	Focus Features	Catch a Fire			20%	80%		
260	Ford Motor Company	Ford				10%	13%	76%

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261	Ford Motor Company	Ford Fseries						100%
262	Ford Motor Company	Lincoln MKZ		54%	37%	8%		
263	Ford Motor Company	Lincoln Navigator		95%	4%			
264	Forever Network, Inc	Forever Cemeteries and Funeral Homes			100%			
265	Fountain Powerboats, Inc	Fountain Powerboats						100%
266	Fox	Arby s Action Sports Awards						100%
267	Fox	Fox.com//Pause						100%
268	Fox	Justice					100%	
269	Fox Corporation	Fox News Channel					100%	
270	Fox Corporation	Fox News Program Ad						100%
271	Fox Corporation	Fox Program Ad						100%
272	Fox Corporation	Fox Reality						100%
273	Fox Corporation	Fox Reality Program Ad						100%
274	Fox Corporation	Fox Sports Program Ad						100%
275	Fox Corporation	FSN Pro Football Preview						100%
276	Fox Corporation	FSN Program Ad						100%
277	Fox Corporation	Ten Special Live Event					100%	
278	Fox Corporation	Totally Football						100%
279	Fox News	O Reilly Factor, Hannity and Colmes					100%	
280	Fox Sports Interactive Media, LLC	Fox College Sports						100%
281	Fox Sports Interactive Media, LLC	FSN Midwest						100%
282	Fox Sports Interactive Media, LLC	FullTiltPoker.net Championship						100%
283	Fox Sports Interactive Media, LLC	Poker Dome Challenge						100%
284	Frederic Roofing and Sheet Metal Co., Inc	Frederic Roofing						100%
285	Fredricks Roofing	Fredricks Roofing						100%
286	FSC	Dream Team						100%

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287	FSN	BCS Break Down						100%
288	FSN	Best Damn Sports Show						100%
289	FSN	College Football Saturday						100%
290	FSN	Destination Wild						100%
291	FSN	Make My Day						100%
292	FSN	The Official BCS Ratings Show						100%
293	FSN Midwest	Cardinals						100%
294	FSN Midwest	Cardinals Live Pre Game						100%
295	FullTiltPoker.net	FullTiltPoker.net				7%		92%
296	Funai Corporation, Inc.	Funai LCD Television				100%		
297	G and A Real Estate, Inc	G and A Real Estate						100%
298	Game Face	Game Face						100%
299	Game Show Network, LLC	GSN			100%			
300	Gander Mountain	Guide Series						100%
301	Gander Mountain	Outdoor Expedition						100%
302	Garmin Ltd	Garmin						100%
303	Gateway Football Conferences	Gateway Football Conferences						100%
304	Gateway Medical Inc	Gateway Medical Research		25%		22%		52%
305	Geico	Geico	5%		32%	24%	16%	20%
306	General Electric Company	GE Healthcare		100%				
307	General Mills, Inc	Cheerios					100%	
308	General Mills, Inc	Nature Valley Granola Bars						100%
309	General Mills, Inc	Totino s Mega Rolls				100%		
310	General Motors Corporation	ACDelco	100%					
311	General Motors Corporation	Buick				9%	45%	45%
312	General Motors Corporation	Buick Lucerne		88%	2%	1%	3%	3%

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313	General Motors Corporation	Cadillac DTS		100%				
314	General Motors Corporation	Chevrolet				27%	37%	34%
315	General Motors Corporation	Chevrolet Avalanche						100%
316	General Motors Corporation	Chevrolet Impala 1LS				66%	33%	
317	General Motors Corporation	Chevrolet Impala LS				60%	40%	
318	General Motors Corporation	Chevrolet Suburban		100%				
319	General Motors Corporation	Chevrolet Tahoe				16%	16%	66%
320	General Motors Corporation	GMAC Annual Charity Golf Event						100%
321	General Motors Corporation	GMC			22%	33%	22%	22%
322	General Motors Corporation	Pontiac					75%	25%
323	General Motors Corporation	Pontiac G6 Sedan					37%	62%
324	Generix Labs	Leptopril						100%
325	Genworth Financial, Inc	Genworth Financial		98%		0%	0%	
326	GFA Brands, Inc	Smart Balance Buttery Spread			92%		7%	
327	GlaxoSmithkline	Avodart						100%
328	GlaxoSmithkline	Coreg			19%		80%	
329	GlaxoSmithkline	GSK		100%				
330	GlaxoSmithkline	Requip			100%			
331	GlaxoSmithkline	Valtrex						100%
332	GMAC Financial Services	Ditech		76%	6%	3%	3%	10%
333	GoDaddy.com, Inc	Godaddy.com		100%				
334	Goedeker s	Goedeker s		38%	30%	15%		15%
335	Goldenwest Diamond Corporation	Jewelery Exchange		80%			20%	
336	GolfPodium.com	Golf for Rookies						100%
337	Goodyear Tire & Rubber Company	Goodyear Credit Card	100%					
338	Goodyear Tire & Rubber Company	Goodyear Eagle ResponsEdge	100%					

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339	Goodyear Tire & Rubber Company	Goodyear Wrangler	100%					
340	Gorilla Trades	Gorilla Trades		100%				
341	Grant Thornton LLP	Grant Thornton		95%	4%			
342	GTIP Holdings LLC	US Buildings			100%			
343	Guthy Renker	Proactiv Solution		50%				50%
344	HA Concepts, Inc	Conquer HA						100%
345	Hair Club for Men and Women	Hair Club		33%				66%
346	Hamilton Beach	Slow Cookers					100%	
347	Hamilton Beach//Proctor Silex, Inc	Hamilton Stay or Go					100%	
348	Hans Weimann	Hans Weimann Hair Replacement				66%		33%
349	Hardee s Food Systems, Inc	Hardee s Bacon, Egg and Cheese Biscuit.						100%
350	HealthyLivingMD	HealthylivingMD.com		100%				
351	HEC TV	University City, The First Century				50%	50%	
352	HepaLife Technologies Inc	HepaLife		100%				
353	Hewlett Packard Development Company L.P	HP Grade System		89%	9%	0%	0%	
354	Hewlett Packard Development Company L.P	HP Pavilion dv2000	1%	98%				
355	Hilton Hospitality, Inc	The Hilton Family						100%
356	Hogan Trucking	Hogan Trucking	100%					
357	Home Box Office, Inc	Big Love : One husband, three wives			100%			
358	Home Business Connection	Home Business Connection	4%	7%	64%	7%	7%	9%
359	Homeland Housewares, LLC	Magic Bullet		8%				91%
360	Homer TLC, Inc	The Home Depot				100%		
361	Hooters Casino Hotel	Hooters Casino Hotel		4%				95%
362	Horizon Hobby, Inc	Pro Boat						100%
363	Hotels.com, L.P	Hotels.com		100%				
364	HSBC Bank USA, N.A	HSBC		100%				

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
365	HSN Interactive LLC	NFL Shop		42%	42%		14%	
366	Husker Auto Group	Husker Auto Group						100%
367	Hyundai Motor America	Hyundai Santa Fe	12%	59%				28%
368	Hyundai Motor America	Hyundai Sonata		9%				90%
369	Hyundai Motor America	Hyundai Tucson						100%
370	ICU USA, Inc	ICU USA.com			62%		37%	
371	Independent Tire Dealers Group, LLC	Toyo Tires						100%
372	Interactive Brokers LLC	Interactive Brokers Smart Routing systems		100%				
373	Interactive Health, Inc	iJoy 100		100%				
374	Interskill Games Limited	partypoker.net						100%
375	Invacare Corporation	Invacare		63%	23%		13%	
376	I ON Eye Trainer	I ON Eye Trainer						100%
377	Iovate Copyright Ltd	Hydroxycut				100%		
378	ITT Educational Services, Inc	Bachelor s Degree in Criminal Justice			100%			
379	ITT Educational Services, Inc	ITT Technical Institute		100%				
380	Jack Daniel s	Jack Daniel s	100%					
381	Jack in the Box Inc	Sourdough Ultimate Cheese Burger				15%		84%
382	Jas Hennessy & Co	Pure Character, Jas Hennessy & Co						100%
383	Jay Wolfe Toyota	Jay Wolfe Toyota			26%	20%	53%	
384	JD Byrider	JD Byrider				100%		
385	Jefferson Bank	Jefferson Bank					33%	66%
386	Jefferson Bank and Trust	Jefferson Bank and Trust					33%	66%
387	Jim Trenary Chevrolet, Inc	Jim Trenary Chevrolet			14%		85%	
388	John Hancock	John Hancock		60%		20%	20%	
389	John Hancock	John Hancock Financial Services		100%				
390	John Hancock Insurance & Financial Services	John Hancock		84%	8%	4%	4%	

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
391	Johnny Mac s Sporting Goods	Johnny Mac s Sporting Goods						100%
392	Johnson Controls, Inc	York Air Conditioners	100%					
393	Johnson Outdoors	Riptide						100%
394	Johnsonville brats	Johnsonville brats						100%
395	Jos. A. Bank	Jos. A. Bank		41%	41%		16%	
396	JPMorgan Chase & Co	Chase		100%				
397	JPMorgan Chase & Co	Chase Freedom						100%
398	JPMorgan Chase & Co	Chase Rewards Card						100%
399	K & G Superstore	K & G Fashion Superstore						100%
400	Kansas State University	Kansas State University						100%
401	Kansas, Inc	Powerball						100%
402	Karen Boelling, GRI	Karen Boelling	100%					
403	Kellogg NA Co	Cheez It				100%		
404	KETC Channel 9	Antiques Roadshow, American Experince			100%			
405	KFCC	KFC Famous Bowls						100%
406	KFCC	KFC Snacker						100%
407	Kia Motors America Inc	Kia Sorento		70%			30%	
408	King Size Stores	King Size						100%
409	KPTM	The Division Series						100%
410	KTVI	Bones					100%	
411	KTVI	Fox NFL Sunday						100%
412	Kutis Funeral Home, Inc	Kutis Funeral Home		13%	34%	16%		34%
413	KY Land Partners, LLC.	Western Shores			28%		71%	
414	KY Land Partners, LLC.	Western Shores Liquidation Sales			28%		71%	
415	KYOCERA Corporation	Kyocera						100%
416	L.L.Bean, Inc	L.L.Bean	100%					

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
417	La Z Boy Incorporated	La Z Boy						100%
418	Law Offices of Mark Davis	Law Offices of Mark Davis		20%	26%	13%	20%	20%
419	Legal Helpers, PC	Legal Helpers						100%
420	LendingTree LLC	Lending Tree		100%				
421	LetsTalk.com Inc	Letstalk.com		17%	17%	21%	17%	25%
422	Lexmark International, Inc	Lexmark	0%	46%	1%		1%	50%
423	LF, LLC	Lowe s Stores	37%			50%	12%	
424	Liberty Mutual Insurance Company	Liberty Mutual				11%		88%
425	Life Alert, Inc	Life Alert		100%				
426	LifeScan, Inc	One Touch Ultra 2			100%			
427	Lilly ICOS LLC	Cialis		33%				66%
428	Lincoln National Corporation	Hello Future		100%				
429	Lincoln National Corporation	Lincoln Financial Group		95%			4%	
430	Lincoln National Corporation	Lincoln Financials		100%				
431	Lincoln National Corporation	Lincoln retirement plan		100%				
432	Links Snacks, Inc	Jack Link s Beef Jerky						100%
433	Little Giant Ladder Company	Little Giant Ladder		100%				
434	Living Essentials	5 Hour Energy						100%
435	Living Essentials	Chaser						100%
436	Lou Fusz Auto Network	Lou Fusz					8%	91%
437	Lou Fusz Auto Network	Saturn Sky				25%	25%	50%
438	Lucas Oil Products, Inc	Lucas Heavy Duty						100%
439	Lynch Toyota Inc	Lynch Toyota				40%		59%
440	Mahindra USA, Inc	Mahindra Tractors						100%
441	Man Financial Inc	Lind Waldock		100%				
442	Marriott International, Inc	Courtyard		85%		6%	7%	

SPOT SHARE OF VOICE REPORT - ST LOUIS

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

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
443	Mars, Inc	Combos				100%		
444	Mars, Inc	Snickers				100%		
445	Marshall Tucker Band, Inc.,	Marshall Band	100%					
446	Marvel Characters, Inc	Marvel Ultimate Alliance				100%		
447	Mary Lewis Realty	Mary Lewis Realty	100%					
448	Master Card International, Inc	Master Card	1%	98%				
449	Master Card International, Inc	Shell MasterCard		69%	21%	6%	3%	
450	Mathews Inc	Mathews Switchback XT						100%
451	Mazda North Amercian Operations	Mazda CX7						100%
452	Mc Donald s	Mc Donald s						100%
453	Mc Donald s	Mc Donald s Dollar Menu						100%
454	Mc Donald s	Mc Donald s Monopoly				40%		60%
455	Mc Donald s	Mc Donald s Premium Roast Coffee						100%
456	Mc Donald s	Monopoly				33%		66%
457	McNeil PPC, Inc	Tylenol			20%			80%
458	MDR Vital Factors	MDR Vital Factors		100%				
459	Mercedes Benz USA, LLC	Mercedes Benz			11%	88%		
460	Mercedes Benz USA, LLC	Mercedes Benz ML 350			100%			
461	Mercedes Benz USA, LLC	Mercedes Benz GL450				100%		
462	Merck Co., Inc	Fosamax	100%					
463	Merck Co., Inc	Singulair					100%	
464	Merck Co., Inc	Vytorin			48%	16%	35%	
465	Merck Co., Inc	Zetia		75%			25%	
466	Metlife Bank	Metlife Bank			48%		36%	14%
467	Metzler/Payden, LLC	Metzler Payden Funds		100%				
468	Michigan Economic Development Corporation	Michigan Economic Development					100%	

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
469	Michigan Economic Development Corporation	Michigan Economic Development Corporation		89%	6%		4%	
470	Microsoft Corporation	Microsoft		90%			9%	
471	Midway Amusement Games, LLC	Mortal Combat Armageddon						100%
472	Millionairesclub123.com	Millionaire s Club				100%		
473	Miralus Inc	Activon			100%			
474	Miralus Inc	Activon, Freedom Hemmorhoid					100%	
475	Missouri Coalition for Lifesaving Cures	Stem Cell Research			15%	27%	56%	
476	Missouri Coalition for Lifesaving Cures	Yes on 2				20%	80%	
477	Missouri Democratic Party	Claire Mccaskill			57%		42%	
478	Missouri Farm Bureau	Missouri Farm Bureau						100%
479	Missouri Fire Fighters	Missouri Fire Fighters			100%			
480	Mitsubishi Motors North America, Inc	Mitsubishi Eclipse						100%
481	Mitsubishi Motors North America, Inc	Mitsubishi Galant						100%
482	Mizzou Sports Properties	Tiger Checking	33%					66%
483	MLB Advanced Media, L.P	Cardinals Card Crew				47%		52%
484	MLB Advanced Media, L.P	New Busch Stadium	77%			11%		11%
485	MLB Advanced Media, L.P	St. Louis Rams Cheer leaders		33%	33%		33%	
486	MLB Advanced Media, L.P	The Busch Stadium				50%		50%
487	MNA, Inc	Michelin						100%
488	Monaco Financial	Monaco Financial		57%	42%			
489	Mortgage Broker Direct	Mortgage Broker Direct	100%					
490	Multi State Lottery Association	Hot Lotto						100%
491	Multi State Lottery Association	Powerball						100%
492	My 46 TV	Scrubs					100%	
493	My 46 TV	Still Standing					100%	
494	NATAS.	Heartland Regional Emmy Awards 2006	100%					

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
495	National Cable and Telecommunications Association	Cable		25%	26%	13%	16%	17%
496	National Cable and Telecommunications Association	Net Neutrality		34%	8%	28%	22%	5%
497	National Center for Missing & Exploited Children	Wireless Amber Alerts	100%					
498	National Express, Inc	Vidalia Chop Wizard		100%				
499	Nationwide Mutual Insurance Company	Nationwide Insurance						100%
500	Nautilus Inc	Bowflex						100%
501	NBA Media Ventures LLC	NBA League Pass				100%		
502	NBC	Deal Or No Deal, CNBC		100%				
503	NCAA	NCAA						100%
504	Nebraska Families for Pete Ricketts Inc	Pete Ricketts						100%
505	Nelson Mulligan Carpenters Training Center	St. Louis Carpenters Joint Apprenticeship Program	100%					
506	Neubauer Realty	Century 21 Neubauer	100%					
507	New Line Cinema	The Butterfly Effect 2						100%
508	New Line Productions, Inc	Take The Lead on DVD		14%	9%	31%	42%	2%
509	New York Institute of Photography	New York Institute of Photography		100%				
510	Next Generation Hair Loss Clinic	Next Generation Hair Loss Clinic	37%			62%		
511	NFL Enterprises LLC	NFL Network						100%
512	NFL Enterprises LLC	NFL Network Program Ad						100%
513	Nike USA, Inc	Nike						100%
514	Nikon Inc	Nikon Omega BDC 250 Reticle						100%
515	Nissan North America, Inc	Infiniti M						100%
516	Nissan North America, Inc	Infiniti QX 56		100%				
517	Nissan North America, Inc	Nissan Murano						100%
518	Nissan North America, Inc	Nissan Sentra				50%	50%	
519	Nissan North America, Inc	Nissan Versa				100%		
520	Norfolk Southern Corporation	Norfolk Southern		85%		6%	8%	

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
521	Novartis Consumer Health, Inc	Theraflu	100%					
522	NutriSystem, Inc	NutriSystem		8%				91%
523	NutriSystem, Inc	NutriSystem Nourish		100%				
524	NYSE Group, Inc	Newyork Stock Exchange		100%				
525	NYSE Group, Inc	The New York Stock Exchange		100%				
526	Occidental Petroleum Corporation	Occidental Petroleum		100%				
527	ONE.org	ONE.org			10%		10%	80%
528	Online Sports	Baseball World s Defensive Drills video				100%		
529	Oppenheimer Funds, Inc	OppenheimerFunds		97%	2%			
530	Orbitz LLC	Orbitz		23%	2%	61%	11%	
531	Oregon State University	Oregon State University						100%
532	O Reilly Automotive Inc	O Reilly Auto Parts				28%		71%
533	Osram Sylvania	Silverstar Ultra Headlights				100%		
534	Overstock.com	Overstock.com		100%				
535	Pacific Life Insurance Company	Pacific Life					75%	25%
536	Paid For By Committee for a Healthy Future, Inc	Vote Yes on Amendment 3				25%	31%	43%
537	Paid for by DSCC	Jim Talent				25%		75%
538	Paid for by Mccaskill for Missouri	Claire Mccaskill	0%	23%	31%	19%	25%	
539	Paid For By Missourians Against Tax Abuse	Vote No on Amendment 3				10%		89%
540	Paid for by Talent for Senate	Jim Talent			65%	13%	20%	
541	Papa John s International, Inc	Papa John s Pizza				3%		96%
542	Paradisepoker.net	Paradisepoker.net						100%
543	Partnership for a Drug Free America	Drugfree.org						100%
544	Party Packs	Party packs		22%	22%	16%	22%	16%
545	Payden & Rygel	The Payden US Growth Leaders Fund		100%				
546	Pepose Vision Insitiute	Pepose Vision	100%					

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
547	PepsiCo, Inc	Gatorade						100%
548	PepsiCo, Inc	Mountain Dew						100%
549	PetMed Express Inc	1 800 PetMeds		21%	65%		12%	
550	Pfizer, Inc	Aricept		100%				
551	Pfizer, Inc	Caduet			100%			
552	Pfizer, Inc	Lipitor			72%		27%	
553	Pfizer, Inc	Listerine						100%
554	Pfizer, Inc	Rolaids						100%
555	Pfizer, Inc	Sudafed PE			100%			
556	Pfizer, Inc	Zantac						100%
557	Pharmavite LLC	Cholest Off		100%				
558	Pioneer Global Asset Management S.p.A.	Pioneer Investments		100%				
559	Pizza Hut, Inc	Pizza Hut						100%
560	Plaza Motors	Plaza Motors			10%	26%	19%	43%
561	Poker.net	Folks on Poker.net				8%		91%
562	Polaris Industries	Polaris Ranger						100%
563	Polident Corp	Polident		100%				
564	Political Ad	Political Ad		14%	11%	3%	70%	
565	PowerTax Relief, Inc	Power Tax Relief		19%	23%	14%	23%	19%
566	President Casino	President Casino	77%					22%
567	priceline.com Incorporated	Priceline		37%				62%
568	Principal Financial Services, Inc	Principal Financial		46%	23%	6%	23%	
569	Procter & Gamble	Actonel					100%	
570	Procter & Gamble	Folger						100%
571	Procter & Gamble	Gain Joyful Expressions						100%
572	Procter & Gamble	Gillette Fusion				85%		14%

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
573	Procter & Gamble	Mr. Clean Magic Eraser	100%					
574	Procter & Gamble	Prilosec OTC				100%		
575	Procter & Gamble	Therma Care Heat Wrap				100%		
576	Procter & Gamble	Vicks Vapour Action	100%					
577	Product Partners, LLC	Slim in Six by Bleach Body		75%				25%
578	Prudential Alliance Realtors	Real Estate Services	100%					
579	Prudential Patterson Realtors	Real Estate Services	100%					
580	Prudential Real Estate Affiliates, Inc	Free Training Program	100%					
581	Prudential Select Properties	636 720 3000, Jim Cosgrove	100%					
582	Prudential Select Properties	Prudential Select Properties	100%					
583	Prudential Select Properties	Tony Chevez	100%					
584	Puerto Rico Tourism Development	Puerto Rico			100%			
585	Quality Fence Co	Quality Fence						100%
586	Quicken Loans Inc	Quicken Loans		100%				
587	Quicken Loans Inc	Smart Choice loans	7%	35%	15%	10%	20%	10%
588	QVC, Inc	QVC		28%	42%		28%	
589	Raymarine Inc	Raymarine						100%
590	Raymond James Financials Inc	Raymond James		100%				
591	Real Estate TV	Real Estate show	100%					
592	Real Estate TV	Real Estate TV					100%	
593	Realty Executives	Real Estate Service	100%					
594	Reno Tahoe	The Summit At Grand Sierra Resort		100%				
595	Restore	Restore						100%
596	Ricoh Corporation	Ricoh Global Document Management			100%			
597	Rileys Auto Parts Inc	Riley Auto Parts				40%		60%
598	Roche Laboratories Inc	Boniva		93%			6%	

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
599	Roni Lynn Deutch	Roni Lynn Deutch	20%	15%	15%	15%	20%	15%
600	Ronnie Douch s Free tax guide	Ronnie Douch s Free tax guide		52%	20%	6%	16%	4%
601	Royal Bank of Scotland International Limited	Royal Bank of Scotland		100%				
602	Royal Banks of Missouri	Royal Banks of Missouri	100%					
603	Royal Caribbean Cruises Celebrity Cruises Inc	RoyalCaribbean.com		100%				
604	S. C. Johnson & Son, Inc	Oust Air Sanitizer					100%	
605	S. C. Johnson & Son, Inc	Ziploc	100%					
606	SalesGene Corp	Sales Gene		100%				
607	Samaritan Pharmaceuticals, Inc	Samaritan Pharmaceuticals		100%				
608	Sanofi Synthelabo, Inc	Ambien CR			72%		27%	
609	Sara Lee Corporation	Jimmy Dean s				14%	85%	
610	Saturn Corporation	Saturn Aura						100%
611	SaveDarfur.org	Save Darfur	100%					
612	Schering Plough Corporation	Claritin D	100%					
613	Schiller Pfeiffer, Inc	Mantis Tiller Cultivator	100%					
614	Scottrade Inc	Bob Seger			100%			
615	Scottrade Inc	Scott Trade		89%	5%		1%	3%
616	Sears Brands LLC	Sears				100%		
617	Sepracor Inc	Lunesta	3%		87%	1%	7%	
618	Sharper Image Corporation	Ionic Breeze					100%	
619	Sheldon Memorial Art Gallery	Sheldon Memorial Art Gallery						100%
620	Shelter Mutual Insurance Co	Shelter Insurance	5%					94%
621	Shop at Home	Coin Vault	100%					
622	Shop At Home, LLC	Gemstone Gallery	100%					
623	Shop At Home, LLC	Shop at Home Program Ad	100%					
624	Shop At Home, LLC	The Coin Vault	100%					

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
625	Shop At Home, LLC	The Watch Show	100%					
626	Showtime Networks Inc	Dexter		34%	21%	15%	13%	15%
627	Signatures Network Inc. & Meat Loaf	Bat Out of Hell III		100%				
628	Sioux Honey Association	Sue Bee Honey						100%
629	Sirius Satellite Radio Inc	Sirius Satellite Radio						100%
630	Six Flags, Inc	Six Flags		22%	18%	36%	9%	13%
631	Smart Choice Realty, Inc	Real Estate Service	100%					
632	Sony BGM Music Entertainment	Songs of Inspiration					100%	
633	Sony Pictures	Friends with Money On Demand		33%	16%	11%	27%	11%
634	Sony Pictures Digital Inc	Friends with Money	12%	18%	12%	18%	15%	21%
635	Sony Pictures Digital Inc	Volver				100%		
636	SOPUS Products	Pennzoil						100%
637	SOPUS Products	Pennzoil Platinum						100%
638	Southeast Missouri State University	Southeast Missouri State University						100%
639	Southern Illinois University	Southern Illinois University						100%
640	Specialty Merchandise Corporation	SMC						100%
641	Speed Channel	Speed Channel						100%
642	Speed Channel	Speed Channel Program Ad						100%
643	Spot Runner, Inc	Spot Runner		100%				
644	Sprint & Nextel, Inc	Nextel		69%	6%	13%	9%	
645	Sprint & Nextel, Inc	Sprint		92%		7%		
646	Sprint & Nextel, Inc	Sprint Mobile Broadband Card		38%		16%	45%	
647	Sprint & Nextel, Inc	Sprint Phone.		100%				
648	Sprint Nextel	Sprint		100%				
649	St. Charles Convention Center	The Gun and Knife Show						100%
650	St. John s Mercy Health Care	St. John s Mercy Hospital	16%		41%		41%	

SPOT SHARE OF VOICE REPORT - ST LOUIS

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
651	St. Louis Blues Hockey Club L.L.C	St.Louis Blues			83%			16%
652	St. Louis Carpenters Joint Apprenticeship Program	St. Louis Carpenters Joint Apprenticeship Program	100%					
653	St. Louis Realty	St. Louis Realty	100%					
654	St. Louis Town Planner	Townplannerstl.com		20%	10%	35%	15%	20%
655	St.Louis Children s Hospital	St.Louis Children s Hospital			25%		75%	
656	St.Louis Convention and Visitors Commission	Explore St.Louis						100%
657	St.Louis Realty	Real Estate Service	100%					
658	Stanford Financial Group	Stanford Financial		90%			10%	
659	Steak n Shake	Halloween Milk Shakes						100%
660	Stem Cell Research Foundation	Stem Cell Research			7%	30%	61%	
661	STL Auto Deals	STL Auto Deals						100%
662	Subaru of America, Inc	Subaru	3%	37%		58%		
663	Subaru of America, Inc	Subaru Forester	2%	97%				
664	Subaru of America, Inc	Subaru Impreza		58%	8%	33%		
665	Subaru of America, Inc	Subaru Outback	1%	45%		3%		49%
666	Suntrup Mitsubishi	Mitsubishi 2007 Gallant DE			100%			
667	Suntrup West County BMW	BMW Z4 Roadster			34%	26%	39%	
668	Suntrup West County BMW	Suntrup West County BMW			33%	33%	33%	
669	Super Bright LEDs Inc	Super Bright LEDs		100%				
670	Synergy Health Network	Synergy Health		39%	39%		21%	
671	Taco Bell s Corp	Taco Bell	75%					25%
672	Taco Bell s Corp	Taco Bell Cheesy Gordita Crunch				66%		33%
673	Tasty Toppings, Inc	Dorothy Lynch						100%
674	TD Ameritrade IP Company, Inc	Ameritrade		100%				
675	TD Ameritrade IP Company, Inc	Amerinvest		66%		16%	16%	
676	TD Ameritrade IP Company, Inc	TD Ameritrade		92%	4%		3%	

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
677	Tempur Pedic Direct Response, Inc	Tempur Pedic Swedish Mattress		73%	13%		13%	
678	The Boeing Company	Boeing		50%	30%		19%	
679	The Boston Beer Company	Samuel Adams Boston Lager						100%
680	The CGM Funds	CGM Realty Funds		100%				
681	The Charles Schwab Corporation	Schwab Active Traders		100%				
682	The City of San Jose	San Jose						100%
683	The Cleveland Clinic	Cleveland Clinic		100%				
684	The Cleveland Clinic	The Cleveland Clinic		100%				
685	The Coca Cola Company	mycokerewards.com	25%					75%
686	The Crown Royal Company	Crown Royal						100%
687	The Diamond Trading Co	Journey Diamond Jewellery				100%		
688	The Directv group Inc	Directv		6%		1%		92%
689	The Dow Chemical Company	Dow		82%	13%		4%	
690	The Foundation for a Better Life	Honesty						100%
691	The Fox Theatre Atlanta	Monty Python s Spamalot		42%	28%	28%		
692	The Fox Theatre Atlanta	Spamalot		25%	25%	50%		
693	The Golf Channel	The Big Break VI Trump National		23%	63%		12%	
694	The Golf Channel	The Golf Channel		48%	40%		11%	
695	The Hertz Corporation	Hertz					100%	
696	The Lasik Vision Institute	Lasik Vision Institute	100%					
697	The Le Cordon Bleu International	Le Cordon Bleu Schools		24%	20%	17%	20%	17%
698	The Leukemia & Lymphoma Society	Team in Training						100%
699	The Moneypaper, Inc	Guide to Direct Investment Plans		100%				
700	The Nasdaq Stock Market, Inc	NASDAQ		75%	9%	2%	12%	
701	The PGA of America	Ryder Cup Matches		100%				
702	The Professional Door Association	Professional Door Association				60%	40%	

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
703	The Progressive Group of Insurance Companies	Progressive Car insurance				100%		
704	The Prudential Insurance Company of America	Christy Colburn	100%					
705	The Prudential Real Estate Affiliates, Inc	Larry Palmer	100%					
706	The Prudential Real Estate Affiliates, Inc	Prudential Select Properties	100%					
707	The Really Useful Group Ltd	Andrew Lloyd Webber, Divas		100%				
708	The Regence Group	Regence		22%				77%
709	The Scooter store Ltd	The Scooter Store		26%	26%	13%	20%	13%
710	The Shell Group	Shell		100%				
711	The Sherwin Williams Company	Sherwin Williams				100%		
712	The St. Paul Travelers Companies, Inc	Travelers		100%				
713	The Weather Channel Interactive, Inc	Abrams and Bettes	100%					
714	Thermo Spas	Thermo Spas		100%				
715	ThermoSpas, Inc	ThermoSpas Hot Tubs	1%	40%	19%	3%	34%	
716	Thompson//Center Arms Co. Inc	Pro Hunter						100%
717	Time Shares	Time Shares		100%				
718	Tivoli Caffè , Inc	Tivoli Caffè		50%			50%	
719	Toyota Motor Corporation	Lexus		100%				
720	Toyota Motor Corporation	Lexus LS		100%				
721	Toyota Motor Corporation	Toyota		35%	3%	6%	45%	9%
722	Toyota Motor Corporation	Toyota Camry				20%	40%	40%
723	Toyota Motor Corporation	Toyota Corolla					60%	40%
724	Toyota Motor Corporation	Toyota RAV 4						100%
725	Toyota Motor Corporation	Toyota Tundra				54%	45%	
726	Toyota Motor Sales, U.S.A, Inc	Toyota Sienna				15%	30%	53%
727	Tristarimports.com	Tri Star Imports		25%	11%	15%	13%	34%
728	True Value Company	True Credit		100%				

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

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
729	TVAtlas.com	Best Classics 100		100%				
730	Tyson Foods Inc	Tyson Crispy Chicken Strips						100%
731	U.S. Army	U.S. Army		0%				99%
732	U.S. Bancorp	US Bank						100%
733	U.S. Celluar	U.S. Cellular			4%	14%	4%	76%
734	UBS	UBS		100%				
735	Unilever	I Can t Believe It s Not Butter		100%				
736	Unique Vacations Inc	Beaches.com					100%	
737	United Parcel Service of America, Inc	UPS						100%
738	United States Army National Guard	1800goguard.com						100%
739	United States Postal Service	United States Postal Service		61%		0%	1%	36%
740	United States Senate	Claire Mccaskill		29%	23%	16%	29%	
741	United States Senate	Jim Talent		0%	44%	8%	43%	3%
742	Universal Technical Institute, Inc	NASCAR Technical Institute						100%
743	University of Northern Iowa	University of Northern Iowa						100%
744	University of Phoenix	University of Phoenix	72%	27%				
745	US Cellular	Unlimited Call Me Minutes				28%		71%
746	USA Mutual Life Insurance Company, Inc	USA Mutuals		100%				
747	V, Inc	Vizio				100%		
748	Van Kampen Funds Inc	Van Kampen Investments		100%				
749	Vanguard Car Rental, Inc	National Car Rental			25%	25%	50%	
750	Vectorvest Inc	Vectorvest		100%				
751	Vehix.com	Vehix.com	100%					
752	Vernest Lange	Scrapbooking Memories Kit		68%	6%		25%	
753	Versus	Off the Hook		12%	57%		4%	24%
754	VF Corporation	Wrangler Jeans				70%		29%

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

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
755	Video Professor, Inc	Video Professor		23%	61%		15%	
756	Visa U.S.A	Visa Business Card				100%		
757	Vital Basics, Inc	FocusFactor		62%	22%	4%	6%	4%
758	Vivendi Games, Inc	Scarface, The World is Yours						100%
759	Volkswagen of America, Inc	Volkswagen				100%		
760	Volvo Cars of North America, LLC	Volvo		79%	18%		1%	
761	Volvo Cars of North America, LLC	Volvo XC90		100%				
762	Vonage Marketing, Inc	Vonage			96%		3%	
763	Vongo.com	Vongo.com		100%				
764	VX Corporation	VX Cad//Cam	22%	21%	21%	10%	17%	5%
765	Wachovia Corporation	Wachovia Securities		100%				
766	Walden University	Walden University			100%			
767	Walgreen Co	AARP Membership		100%				
768	Walgreen Co	Walgreens		91%			8%	
769	WalzCraft Industries	Cabinet Flooring				5%		94%
770	Warner Bros. Entertainment Inc	Blood Diamond				0%		99%
771	Warner Bros. Entertainment Inc	We are Marshall						100%
772	Waste Management, Inc	Waste Management		76%	5%			17%
773	WebMD, Inc	WebMD					100%	
774	Western Illinois University	Western Illinois University						100%
775	Western Kentucky University	Western Kentucky University						100%
776	WisdomTree Investments, Inc	WisdomTree		100%				
777	Woodard Cleaning and Restoration Services	Woodard	100%					
778	WorkMetro Inc	WorkStLouis.com	21%	13%	24%	17%	13%	10%
779	WowWee	Robosapien V2				100%		
780	Wyeth	Advil		50%		50%		

SPOT SHARE OF VOICE REPORT - ST LOUIS

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

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
781	Wyeth	Advil PM			100%			
782	XM Satellite Radio	XM satellite Radio		69%				30%
783	Yamaha Motor Corporation, USA	Yamaha						100%
784	Yamaha Motor Corporation, USA	Yamaha V Max						100%
785	Youngstown State University	Youngstown State University						100%
786	Zestra Laboratories, Inc	Zestra		100%				
787	Zurich Financial Services	Zurich Financial Services		65%	23%	3%	7%	