

FastTrack: Frequently Asked Questions

1. What is FastTrack?

FastTrack is a competitive monitoring service that provides extremely fast information about competitor advertising activities across 10 media. It serves as an early warning system for competitive activity, greatly improving response time to competitive threats.

2. What is included in the service?

FastTrack has 3 main components:

1. Weekly or monthly reports showing competitive spending and media activity. Reports are delivered 4 days after the close of a report period. Weekly reports are delivered on Thursdays and show activity through the prior Sunday. You can see a sample report by clicking on the FastTrack link at www.competitrack.com.
2. New Ad Alerts, providing notification of new ads or campaigns by competitors. Alerts are sent 4 to 24 hours after an ad breaks.
3. Competitor creative, available for viewing or downloading on our website. Weekly data reports contain links to the creative for easy viewing.

3. What media is included in FastTrack?

FastTrack reports are based on a daily monitoring of 1,200 media outlets across 10 media.

Monitored media includes:

Network TV	6 Nets
Cable TV	32 Nets
Spot TV	20 Mkts
Syndicated TV	All Top Programs
Local Radio	20 Mkts
Local Newspaper	57 Cities
National Newspaper	3 Pubs
Consumer Mags	76 Pubs
Trade Pubs	1 Pub
Online	524 Sites

Media spending is included for all media except online, for which media activity and clearance information is reported. Spending will be available for online advertising in the 2nd Half of 2009. Creative is included for all media.

You can download a copy of the FastTrack media universe by clicking on the FastTrack link at www.competitrack.com.

(continued)

FastTrack FAQ (cont.)

4. Is your media coverage really enough? You are missing a lot of markets.

FastTrack is not meant to provide a complete census of competitive spending in all media and markets. Its purpose is to deliver a very fast assessment of competitor activity, enabling advertisers to respond more quickly to competitive threats. We believe that data from this tracking universe, observed over time, yields a clear picture of media usage, changes in flighting, levels of support for new campaigns, etc.

5. How do you estimate media spending?

Estimated expenditures for network, cable and syndicated television and for radio are based on unit cost estimates provided to Competitrack from media buyers. Spot television expenditures are estimated using Nielsen ratings and SQAD CPPs. For print, rate cards, discounted to reflect average volume discounts, are used to calculate estimated expenditures.

Weekly reports contain preliminary estimates based on historical unit costs, CPPs and Nielsen ratings. Estimates are updated in subsequent reports as more accurate data becomes available.

6. How complete is your data?

Weekly reports contain upwards of 95% of the advertising running in the FastTrack universe. Owing to the difficulties inherent in expedited data gathering, occasionally some advertising will not make it into the report for a given week. Missing information is included in reports going forward.

7. Can I see some sample data before signing on?

Yes. We would be happy to provide some data for your specific competitive set.

8. How do I learn more or request a sample report?

Contact your Competitrack rep or call (718) 482-4204 to discuss your data needs and arrange for a sample report.

Contact your rep or call (718) 482-4202 for a sample report.