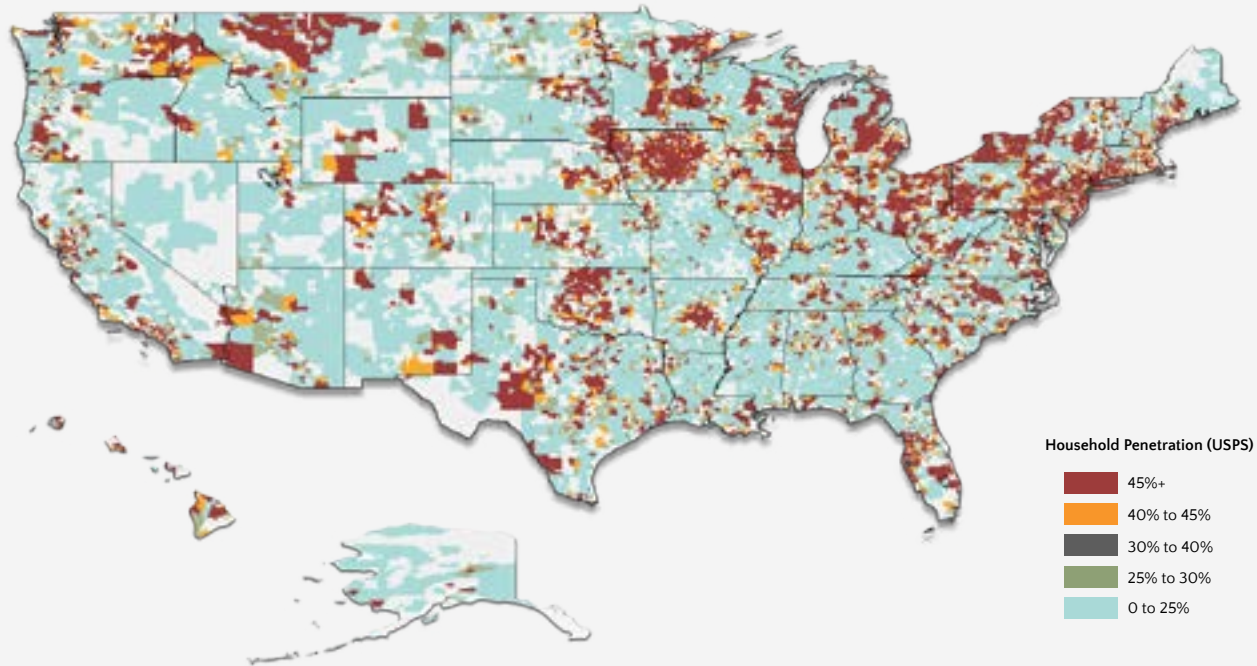


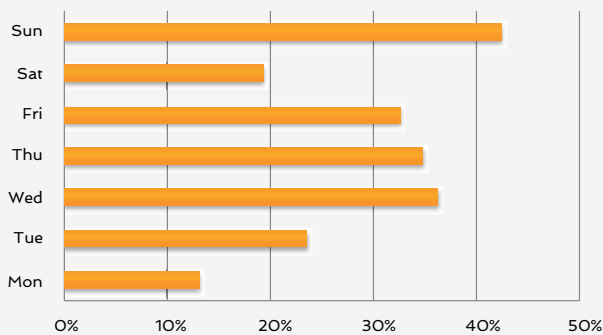
FSI CONSUMER PENETRATION

NDX Consumer Sunday Purchased + Requested Penetration By Zip Code

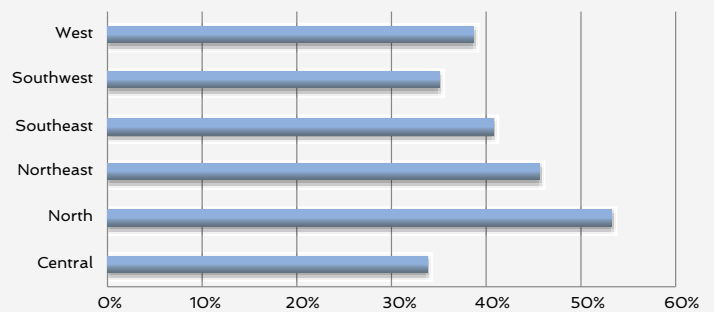


CONSUMER PURCHASED + REQUESTED

Penetration by DAY



Sunday Penetration By NDX Region



Source: Newspaper Data Exchange (NDX), January 2014 Product Summary Classification Report and January 2014 DMA Summary. NDX Product Designations Paired to AAM Classifications (Individually Paid + Verified Home Delivery Requested.) NDX/University of Missouri Reynolds Journalism Institute US Statistical Regions for Newspaper Distribution. 2013 USPS Household.

The combination of Sunday Purchased (Paid) plus Requested (Opt-in) print-only distribution in 2014 has now surpassed the total household penetration of Sunday Purchased (Paid) in 2008.

In 2014 the Sunday Purchased (Paid) plus Requested (Opt-in) household penetration nationwide was 42.2%. In 2008, according to the NAA, the total nationwide distribution of Sunday Purchased (Paid) household penetration was 42.1%. NDX predicts that the total Purchased plus Requested household penetration will continue to increase throughout 2014 and in future years as newspapers continue to fill the void left from recent circulation declines. Requested (Opt-in) distribution products are the fastest growing classification currently in the US.