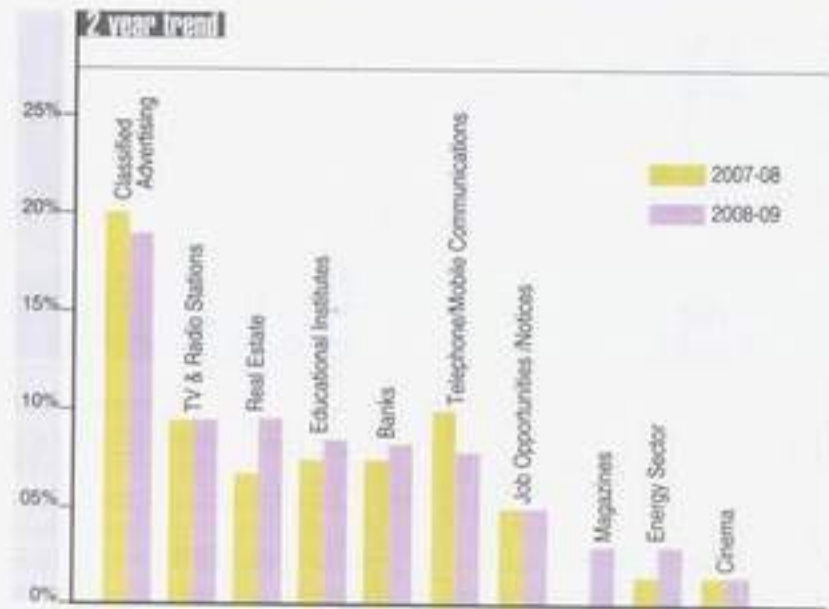


CLIENT ADVERTISING SPEND

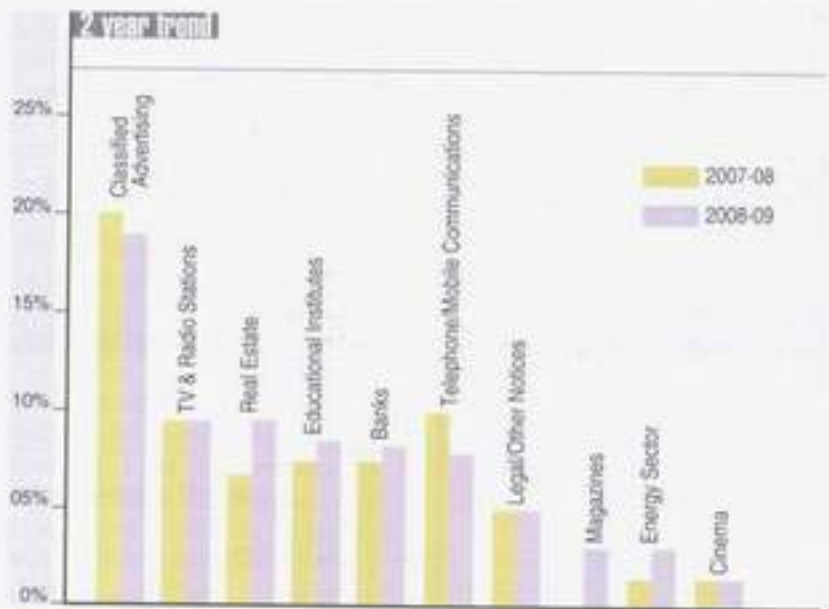
1 | PRINT MEDIA — PRODUCT CATEGORIES

Data provided by Gallup Pakistan for the fiscal year July 1, 2008 to June 30, 2009

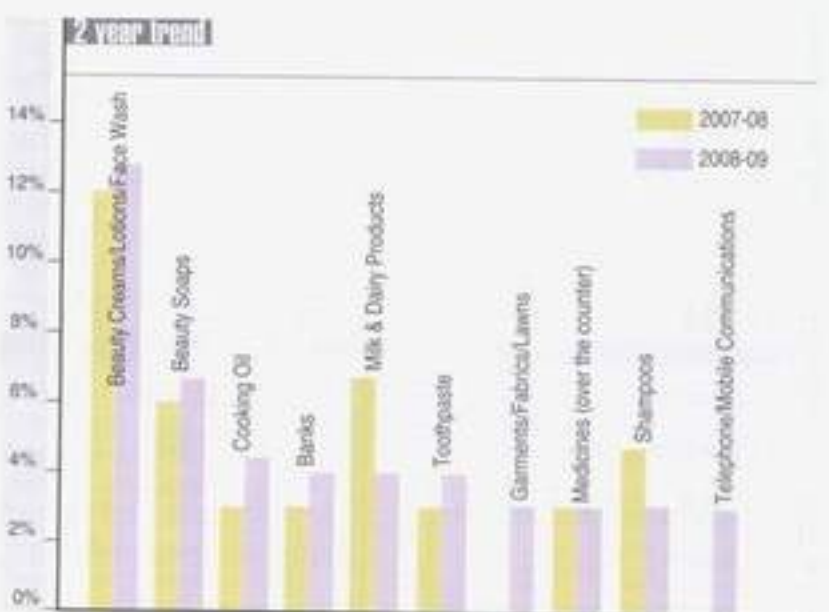
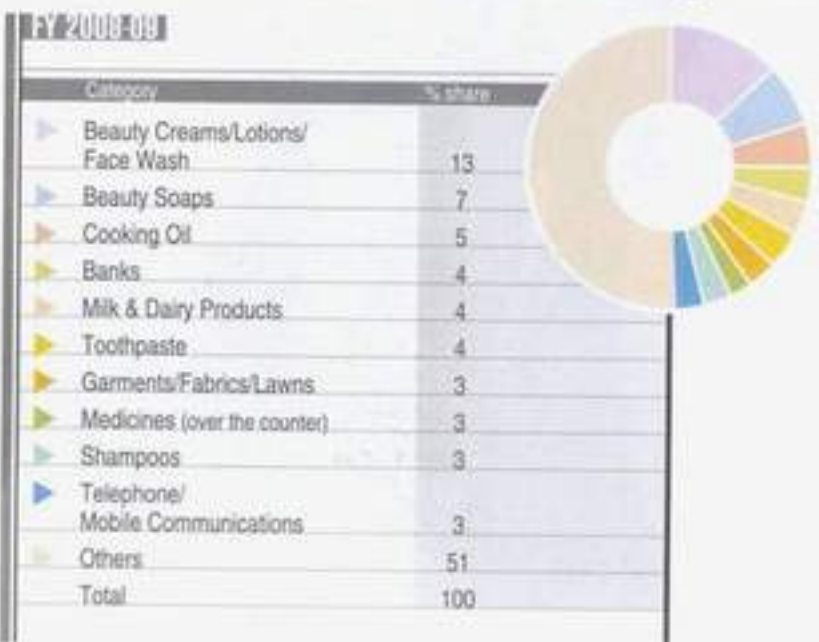
1a. Top 10 Product Categories Advertised in Print Media (Newspapers and Magazines)



1b. Top 10 Product Categories Advertised in Newspapers



1c. Top 10 Product Categories Advertised in Magazines



OVERVIEW

1. Classified Advertising remains the top advertising category in print. However, its overall share has decreased from 20% to 19%.
2. The share of telecom advertising in newspapers has dipped from 10% to 7%.
3. The share of real estate advertising in newspapers has increased from 6% to 9%.
4. One new category emerges in newspapers: magazines.
5. Milk & dairy products and shampoos, both of which are big magazine advertisers, have seen sharp declines this year.

* Classified advertising is made up of the hundreds and thousands of small individual advertisers who place advertisements in the classified pages of newspapers every day.
 ** Magazine advertising includes advertisements for in-paper and other magazines which generally appear in the magazine's own group publications.