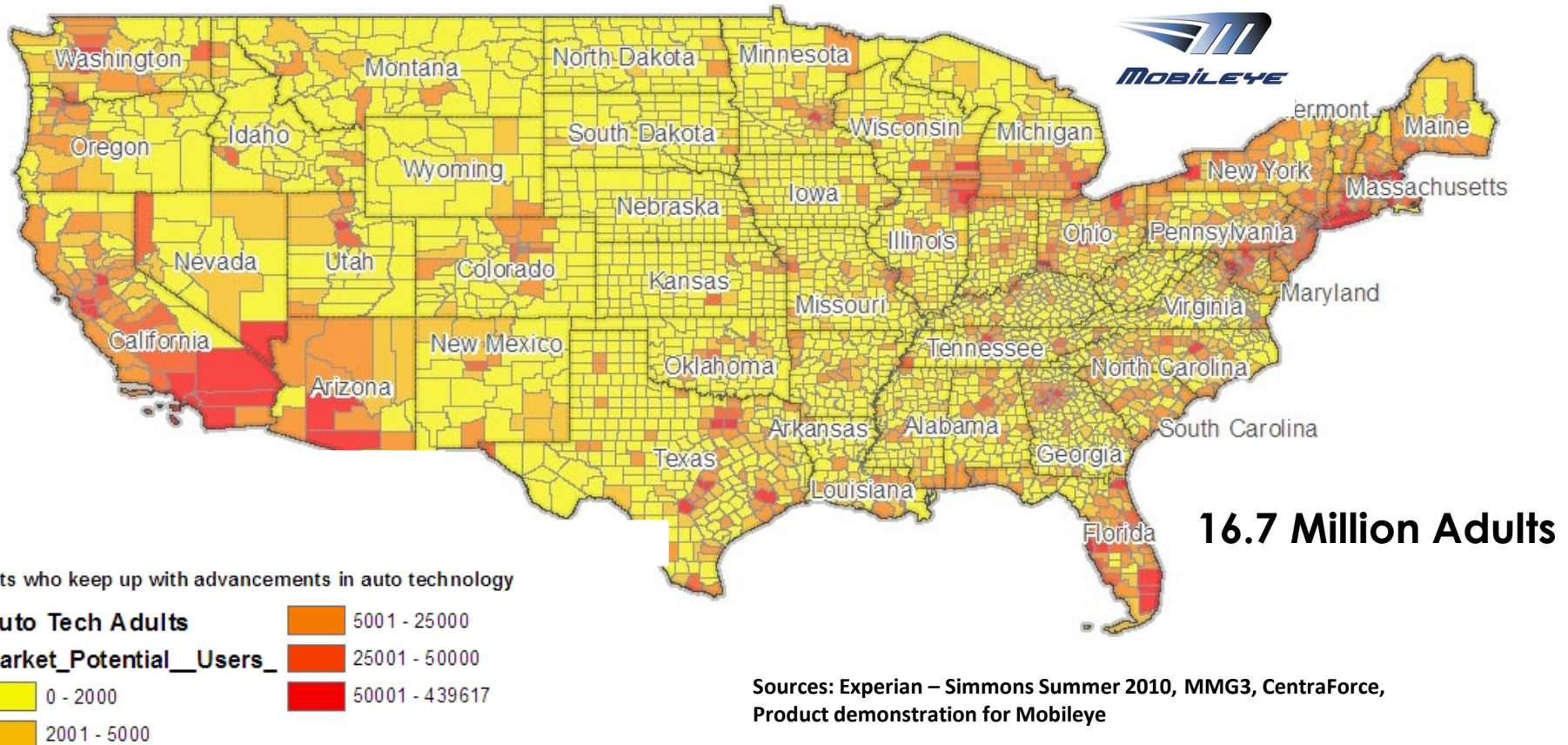


## Define audiences based on behaviors

- CentraForce has more than 60,000 behaviors scored to every U.S. adult/household. The demonstration below locates **adults who are likely to purchase automotive technology aftermarket products.**



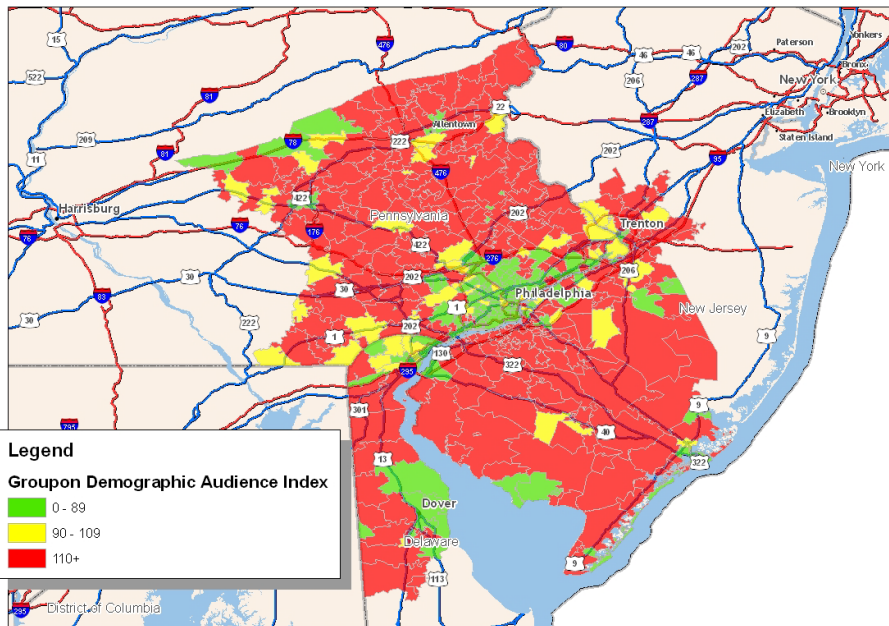
Larger growth opportunity than demographics

**384,932 Group Coupon  
Customers Based on Women,  
18-34 and \$75,000+  
Household Income**

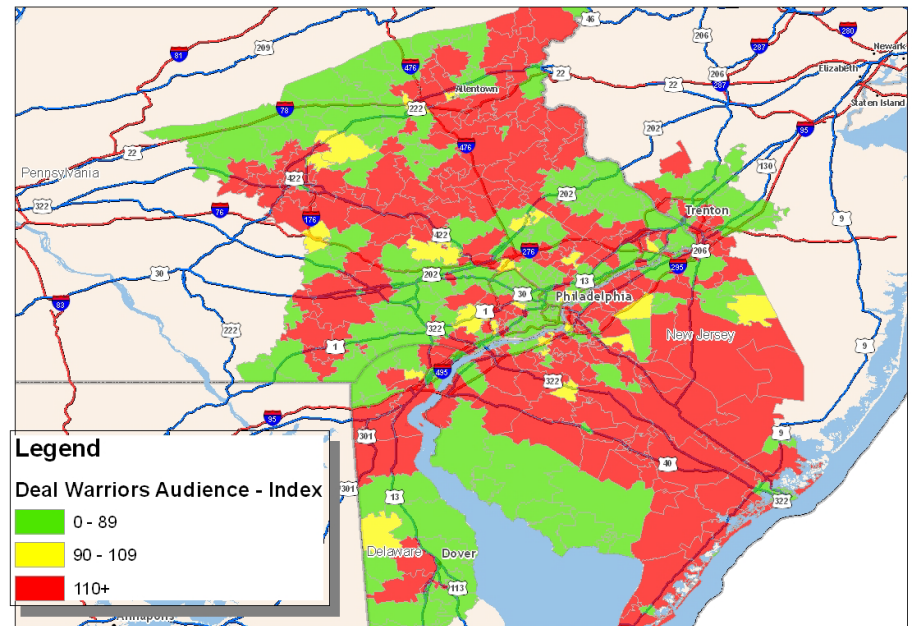
**984,623 Group Coupon  
Customers Based on Women  
and Deal Warrior qualified**



***Deal Warriors 2.56 times larger than demographic***



households scaled to female for both targets



Sources: Experian – Simmons Summer 2010, MMG3, CentraForce, Demonstration Product to Philadelphia Inquirer’s Dealyo

## Better audience quality than demographics

### AUTOMOTIVE BRAND INDICES

BRAND	PURCHASE INDEX BASED ON DEMOGRAPHICS	PURCHASE INDEX OF CENTRAFORCE AUDIENCE
Infiniti	46	142
Land Rover	59	329
Mercedes Benz	52	132
Jeep/Eagle	90	124

### AUTOMOTIVE PURCHASE PSYCHOGRAPHICS

BEHAVIOR	PROPENSITY INDEX BASED ON DEMOGRAPHICS	PROPENSITY INDEX OF CENTRAFORCE AUDIENCE
Like a new car every 2 to 3 years	118	184
US makes better cars than 10 years ago	123	162
Interested in what's under the hood	49	142

Sources: Experian – Simmons Summer 2010, MMG3, CentraForce, Demonstration Product to McCombs Enterprises

## Predict where future customers will come from

**In this example, estimates penetration of demographic segments that are behaviorally qualified**



Composite Audience (Demographic) Segment	Existing DirecTV subs	Current penetration with demo segment	Projected: current + future subscribers	Room To Grow by Segment
Subscribers	18,258,000	65%	28,288,000	10,030,000
Latinos	2,603,000	87%	2,997,000	394,000
African American	1,996,000	44%	4,557,000	2,561,000
35-54	3,812,000	72%	4,957,000	1,276,000
Never Married	3,853,000	55%	6,948,000	3,095,000

Sources: Experian – Simmons Summer 2010, MMG3, CentraForce, Demonstration Product to DirecTV