

Press Release

FOR IMMEDIATE RELEASE

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NADbank releases full 2009 Study

TORONTO - NADbank Inc. (Newspaper Audience Databank) has today released product, retail shopping, and lifestyle data from the 2009 Study. The 2009 NADbank Readership Study was released on March 17, 2010 and provides members with access to readership results for 81 Canadian daily newspapers and 2 Detroit dailies in 53 urban markets across Canada. Also available is readership data for 60 community newspapers in 33 markets. The additional data released today supplements the readership data available in the 2009 NADbank Study.

With this release, product, retail shopping and lifestyle data is available for 22 markets. More than 32,318 Canadian adults 18 years and older were surveyed. Extensive information was collected on 31 different product categories ranging from alcoholic beverage consumption to pleasure and business travel. In addition, the report covers 21 different shopping categories, ranging from automotive services and supplies to shopping malls. With this 2009 Study release, additional Canadian adult lifestyle behaviour data is available. The following are highlights from the study:

Pet Ownership

- 42% or over 2.4 million households in full sample markets¹ own a pet and these households spent an average of \$687 in the past year on them. In the Toronto EMA² 43% of households own a pet and in the Montréal EMA³ 40%.

Customer Reward/Loyalty Programs

- 75% or over 8.8 million adults 18+ in full sample markets¹ currently belong to a customer rewards program. In the Toronto EMA² 79% of adults belong to a customer rewards program and in Montréal EMA³ 70%.

Eye Care

- Of adults 18+ in full sample markets¹ who said that they purchased eye care in the past two years; 83% or 5.1 million adults purchased prescription glasses, 27% or 1.7 million purchased contact lenses and 5% or 318 thousand had elective laser surgery. Of the 5% who had laser surgery 57% were female and 43% were male.

Lottery Tickets

- Of adults 18+ in full sample markets¹ who said that they purchased lottery tickets in a typical month 36% or 2.6 million purchased instant win tickets, 60% or 4.3 million purchased draw tickets, 5% or 371 thousand purchased sports tickets and 17% or 1.2 million purchased charity tickets. Males tend to purchase more draw and sports tickets where as females purchase more instant win and charity tickets.

Time Spent with Online Daily Newspapers

- 17% or 2 million adults 18+ in full sample markets¹ said that they spent more time with an online daily newspaper than in the previous year. 56% of these adults are male and 53% are 25 to 49 years old. Adults spending more time with online newspapers are more likely to read a printed version of a daily newspaper.

1 2009 Study Full Sample Markets are Québec City, Montréal, Ottawa, Toronto, Calgary and Vancouver

2 Toronto EMA (Extended Market Area) = Toronto CMA plus Oshawa CMA

3 Montréal EMA (Extended Market Area) = Montréal Economic Region

The product questionnaires are customized by market to reflect retail differences, as well as general and local market environments.

NADbank is the principal research arm for the Canadian Daily Newspaper industry and a tri-partite organization whose membership is comprised of daily newspapers, advertising agencies and media companies and advertisers. NADbank conducts annual readership, product, retail and lifestyle category studies in urban markets across Canada.

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