



Press Release

FOR IMMEDIATE RELEASE

May 07, 2008

NADbank releases full 2007 Study

TORONTO - NADbank Inc. (Newspaper Audience Databank) has today released Product, Retail Shopping and Lifestyle data from the 2007 Study. The 2007 NADbank Study was released on March 5, 2008 and provides members with access to readership results for 82 Canadian daily newspapers and 2 Detroit dailies in 54 urban markets across Canada. Also available is readership data for 57 community newspapers in 33 markets. The additional data released today supplements the readership data contained in the 2007 NADbank Study.

A product mail-back questionnaire was used to gather comprehensive data from across the country. More than 27,500 adults 18 years and older responded, and the product survey was conducted in 19 urban markets. Extensive information collected on 29 different product categories ranges 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.

The product questionnaires have been individualized to reflect changes in the local environment for each market.

NADbank Inc. is the principal research arm of the Canadian daily newspaper industry. It is a tri-partite organization whose membership is comprised of daily newspapers, advertising agencies, media buying companies, and advertisers. Each year, the NADbank organization gathers extensive data on readership, product usage, shopping habits, media preferences, and lifestyle characteristics from Canadians in urban markets across the country.

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