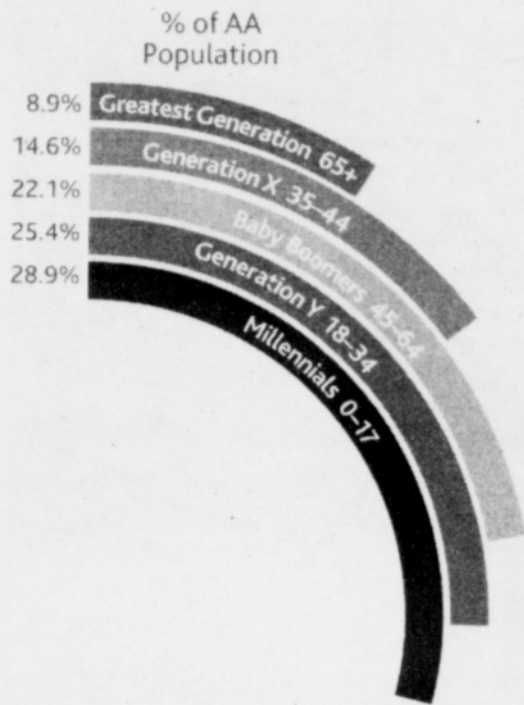


AFRICAN-AMERICAN CONSUMERS: STILL VITAL, STILL GROWING 2012 REPORT

The Black population is not a homogeneous group. A deeper understanding of the unique lifestyles, viewing habits and shopping patterns can help companies create better connectivity with Black consumers. Here we show how behavior and shopping patterns differ by generations..

AFRICAN-AMERICAN GENERATIONAL AGE DISPERSION

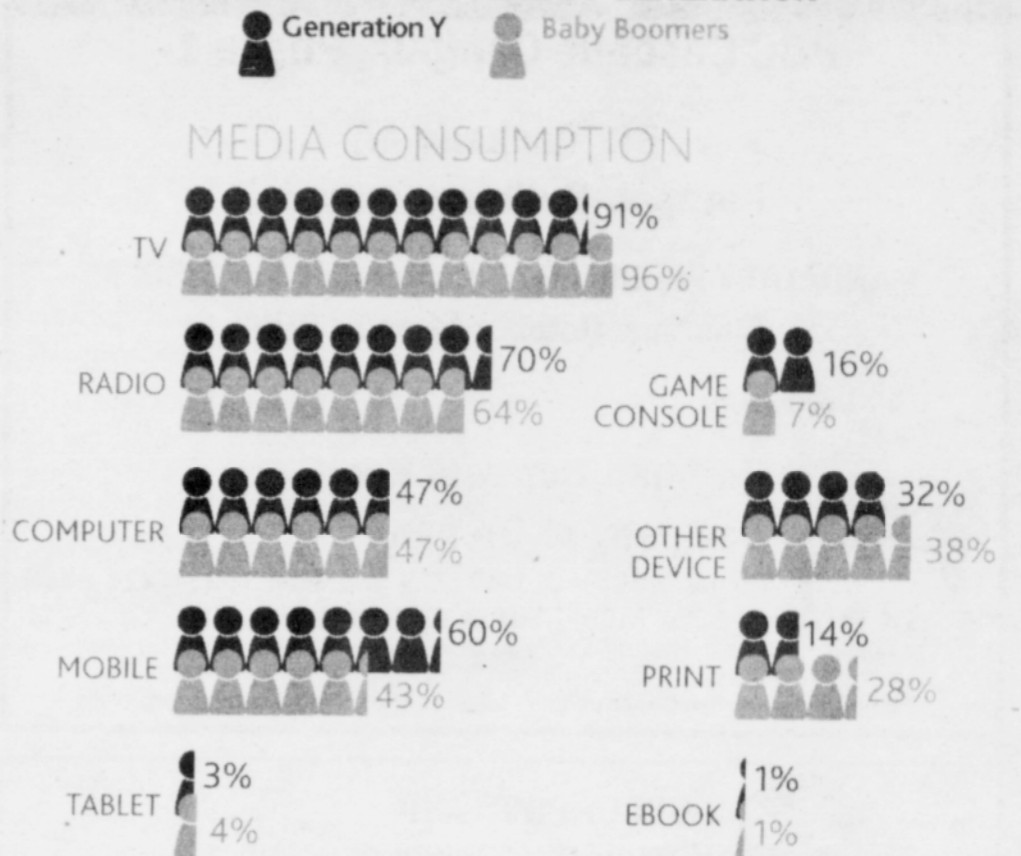


AFRICAN-AMERICAN GENERATIONAL TV USAGE

Viewing Source	Gen-Y	Baby Boomers
Live TV	5:12	7:53
DVR Playback	0:18	0:21
DVD Playback	0:13	0:12
Video Games	0:20	0:03
Total Use of TV	6:03	8:29

Daily in Hours:Minutes, May 2012

HOW BLACKS SPENT TIME BY GENERATION



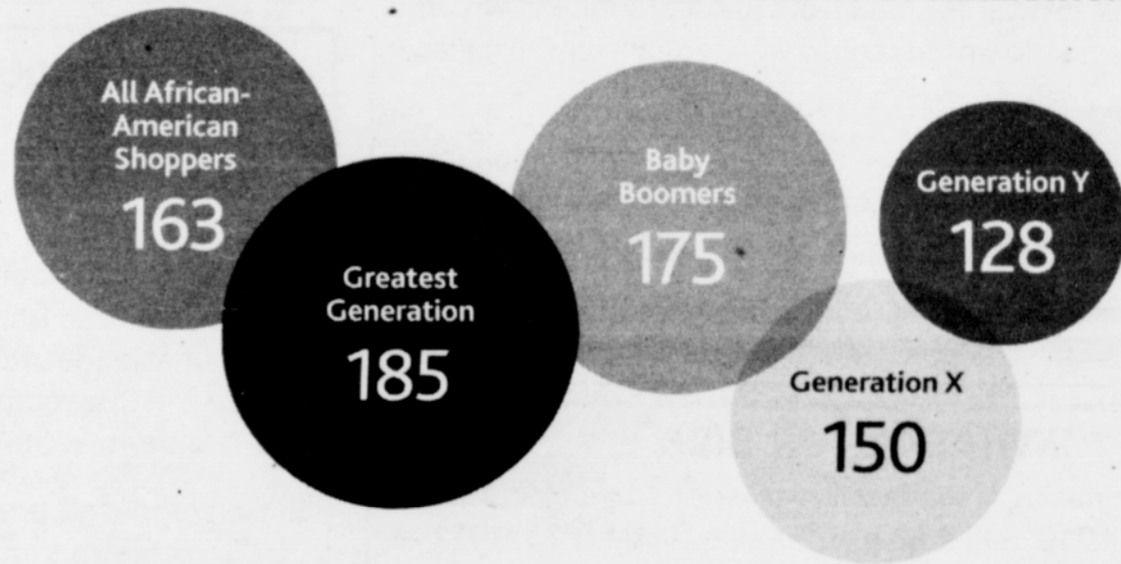
Source: USA TouchPoints Study, 2012.1

TOP 10 PROGRAMS WATCHED BY AFRICAN-AMERICANS PRIME TIME

	Originator	Program Name	Viewers Ages 18-49
1	BET	The Game S5	1.93
2	VH1	Love And Hip Hop S2	1.83
3	VH1	Basketball Wives S4	1.39
4	VH1	Single Ladies S2	1.39
5	VH1	T.I. And Tiny	1.38
6	BET	Let's Stay Together S2	1.26
7	CNN	Whitney Houston: Her Life	1.13
8	VH1	La La's Full Court Life S2	1.09
9	ABC	Scandal	1.02
10	WE: Women's Entertainment	Braxton Family Values	0.90

12/26-6/6/24/12, Prime Time, Live +7 Days, Persons 18-49
Excludes specials, sporting events and award shows
Viewers shown are in millions.

ANNUAL SHOPPING TRIPS ACROSS AFRICAN-AMERICAN GENERATIONS



TOP 10 PROGRAMS WATCHED BY AFRICAN-AMERICANS TOTAL DAY

	Originator	Program Name	Viewers Ages 2+
1	FOX	American Idol Audition Special	3.00
2	ABC	New Year's Rockin' Eve Part 1	2.97
3	BET	The Game S5	2.86
4	Disney Channel	Let It Shine	2.56
5	CNN	Whitney Houston: Her Life	2.43
6	ABC	Scandal	2.15
7	CBS	Judge Judy	2.07
8	ABC	Dancing With The Stars	2.06
9	FOX	American Idol-Wednesday	1.95
10	BET	Celebration Of Gospel	1.90

12/26-6/24/12, Total Day, Live+7 Days, Persons 2+
Viewers shown are in millions.

Snap here to download full report or download at:
www.nielsen.com/africanamerican



You may download a full copy of this report by going to www.nielsen.com/africanamerican. We are optimistic that it will empower you to value your role in the economic infrastructure of the United States. Each purchasing decision, viewing opportunity, mobile phone activity and digital experience you have impacts a company's bottom line. We encourage you to use that power wisely and with care. Whether you are a single mother, Baby Boomer or Millennial, your consumer dollars matter. You Matter!

MOST POPULAR AFRICAN-AMERICAN MOVIES

Movie Title	Box Office Earnings (Gross)
Think Like a Man	\$91,547,205
Madea's Witness Protection	\$55,611,721
Red Tails	\$49,875,589
Tyler Perry's Good Deeds	\$35,010,192
Woman Thou Art Loosed: On the 7th Day	\$1,201,562
Beasts of the Southern Wild	\$1,692,675
Pariah	\$758,099
A Beautiful Soul	\$54,008
Restless City	\$8,106
Elevate	\$3,547

Sept. 2011 - June 2012