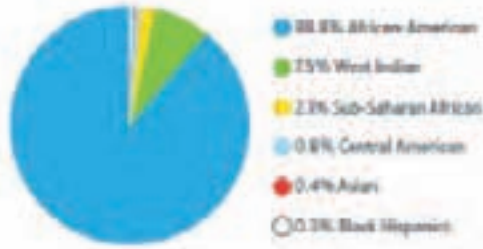


Nielsen, NNPA Release Black Consumer Report

African-American or Black?

It is important for marketers to recognize and understand the full diversity of the Black population in the United States. African-Americans represent the majority (89%) and are a driving force in the Black community. The U.S. Black population includes those that describe themselves as Black; all nationalities that represent the Black Diaspora, (for example those who are Jamaican or Nigerian); as well as persons who define their racial background as a combination of Black and another race. For the purposes of this report we are using the term African-American to describe the Black population.



African-Americans' buying power is expected to reach \$1.1 trillion by 2015, according to The State of the African-American Consumer Report, released last week at a Washington, DC press conference. The document was collaboratively developed by Nielsen, a leading global provider of insights and analytics into what consumers watch and buy, and The National Newspaper Publishers Association (NNPA), a federation of more than 200 Black community newspapers across the U.S.

This growing economic potential presents an opportunity for Fortune 500 companies to examine and further understand this important, flourishing market segment. Likewise, when consumers are more aware of their buying power, it can help them make informed decisions about the companies they choose to support.

"Too often, companies don't realize the inherent differences of our community, are not aware of the market size impact and have not optimized efforts to develop messages beyond those that coincide with Black History Month," said

Cloves Campbell, chairman, NNPA. "It is our hope that by collaborating with Nielsen, we'll be able to tell the African-American consumer story in a manner in which businesses will understand," he said, "and, that this understanding will propel those in the C-Suite to develop stronger, more inclusive strategies that optimize their market growth in Black communities, which would be a win-win for all of us."

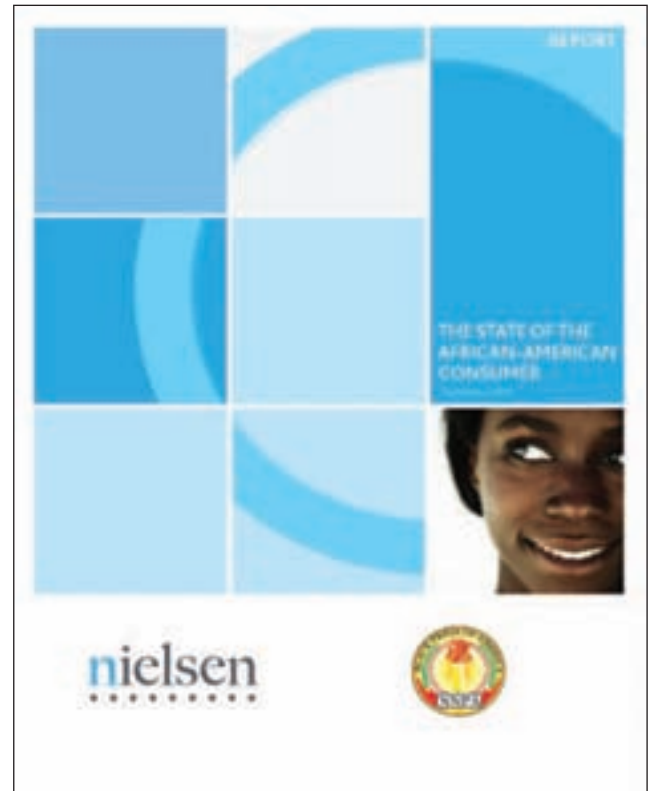
The report, the first of annual installments in a three year alliance between Nielsen and NNPA, showcases the buying and media habits and consumer trends of African-Americans.

The 41st Annual Legislative Congressional Black Caucus Foundation Conference week's activities set the backdrop for the announcement. Flanked by civic, business and legislative leaders, Nielsen and NNPA executives spoke about the relevance and importance of the information shared in the report and the fact that it will be distributed in NNPA's 200+ publications, reaching millions of readers and online viewers.

"We see this alliance with NNPA as an opportunity to share valuable insights, unique consumer behavior patterns



African American consumers represent a huge financial base for business



and purchasing trends with the African-American community," said Susan Whiting, vice chair, Nielsen. "By sharing, for example, that African-Americans over-index in several key areas, including television viewing and mobile phone usage, we've provided a better picture of where the African-American community can leverage that buying power to help their communities," she said. "Likewise, the information points businesses in the right direction for growing market share and developing long range strategies

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Let's Build Together

At the Port of Portland we are constantly seeking ways to increase access and participation of small businesses in Port business opportunities at our marine, aviation and industrial real estate properties. Our small business development programs include a Disadvantaged Business Enterprise Program, an on-line supplier registration system and the very popular Port Mentor Protégé Program which matches successful business leaders with emerging small businesses to provide professional guidance and business counseling.

To find out more, log onto www.portofportland.com or contact Angela Watkins at angela.watkins@portofportland.com.



During the construction of the Port's new headquarters building more than \$45 million in contracts were awarded to 70 small businesses - about 24 percent of all of the contracts issued for the project.