

BENEFICIARY CAMPAIGN

<i>Copy</i>	<i>Target Audience</i>	<i>Purchased</i>	<i>Date</i>
"Teacher of the Year" TV	Adults 35-64	* Alpena * Detroit * Flint * Grand Rapids * Lansing/Jackson * Marquette	2/1/09-2/22/09
Trade Publications "Teacher of the Year"	Adults 35-64	* Food & Beverage Report * 2009 Chaldean Commerce Business Guide * Michigan Food News	Feb. 2009 May 2009
"Black History Month" Radio	Adults 35-64	* Saginaw/Bay City * Detroit * Flint * Kalamazoo * Lansing/Jackson * Grand Rapids * NW Michigan (Traverse City) * Berrien/Cass	2/1/09-2/28/09
Beneficiary "You Play. Schools Win."	Adults 35-64	* Detroit News/ Detroit Free Press * Detnews.com/Freep.com * Booth Newspapers * Mlive * Detroit Radio Timechecks	2/2/09-2/15/09 10/5/09-10/8/09 11/2/09-11/8/09 1/25/10-1/31/10 8/23/10-8/29/10
"Black History Month" Radio	Adults 35-64	* Saginaw/Bay City * Detroit * Flint * Kalamazoo * Lansing/Jackson * Grand Rapids * NW Michigan (Traverse City) * Berrien/Cass	2/1/010-2/28/10