

**NEWS AMERICA MARKETING - SMARTSOURCE MAGAZINE**  
**MARKET LIST EFFECTIVE 1/17/2010**

| PROGRAM DATE:                      |      | 3/14/2010              |       | CLIENT:                    | Heinz Classico/New York Texas Toast |                     |                    | SELECTED CIRC:   |                  |                  | 45,179    |
|------------------------------------|------|------------------------|-------|----------------------------|-------------------------------------|---------------------|--------------------|------------------|------------------|------------------|-----------|
| PLACE VERSION LETTER HERE          | FORM | MARKET NAME            | STATE | NEWSPAPER NAME             | CIRC (000)                          | SELECTED CIRC (000) | VERSION A \$1.00/2 | VERSION B \$ .50 | VERSION C \$ .40 | VERSION D \$ .55 | VERSION E |
| <b>NEW ENGLAND REGION</b>          |      |                        |       |                            |                                     |                     |                    |                  |                  |                  |           |
| A                                  | 1    | Portland               | ME    | Telegram                   | 96                                  | 96                  | 96                 | 0                | 0                | 0                | 0         |
| A                                  | 1    | Bangor                 | ME    | News                       | 68                                  | 68                  | 68                 | 0                | 0                | 0                | 0         |
| A                                  | 1    | Lewiston               | ME    | Sun Journal                | 33                                  | 33                  | 33                 | 0                | 0                | 0                | 0         |
| A                                  | 1    | Waterville             | ME    | Sentinel                   | 19                                  | 19                  | 19                 | 0                | 0                | 0                | 0         |
| A                                  | 1    | Augusta                | ME    | Kennebec Journal           | 14                                  | 14                  | 14                 | 0                | 0                | 0                | 0         |
| A                                  | 1    | Biddeford              | ME    | Journal Tribune            | 11                                  | 11                  | 11                 | 0                | 0                | 0                | 0         |
| A                                  | 1    | York                   | ME    | County Coast Star          | 10                                  | 10                  | 10                 | 0                | 0                | 0                | 0         |
| A                                  | 1    | Sanford                | ME    | News                       | 7                                   | 7                   | 7                  | 0                | 0                | 0                | 0         |
| A                                  | 1    | York                   | ME    | Weekly                     | 4                                   | 4                   | 4                  | 0                | 0                | 0                | 0         |
| A                                  | 2    | Boston                 | MA    | Globe                      | 465                                 | 465                 | 465                | 0                | 0                | 0                | 0         |
| A                                  | 2    | Boston                 | MA    | Herald                     | 107                                 | 107                 | 107                | 0                | 0                | 0                | 0         |
| A                                  | 3    | Worcester              | MA    | Telegram                   | 98                                  | 98                  | 98                 | 0                | 0                | 0                | 0         |
| A                                  | 3    | Worcester              | MA    | Weekly Pubs Flash          | 36                                  | 36                  | 36                 | 0                | 0                | 0                | 0         |
| A                                  | 3    | Fitchburg              | MA    | Sentinel & Enterprise      | 18                                  | 18                  | 18                 | 0                | 0                | 0                | 0         |
| A                                  | 4    | Springfield            | MA    | Republican                 | 113                                 | 113                 | 113                | 0                | 0                | 0                | 0         |
| A                                  | 4    | Springfield            | MA    | TMC                        | 50                                  | 50                  | 50                 | 0                | 0                | 0                | 0         |
| A                                  | 4    | Northampton            | MA    | Valley Advocate            | 40                                  | 40                  | 40                 | 0                | 0                | 0                | 0         |
| A                                  | 4    | Northampton            | MA    | Daily Hampshire Gazette    | 20                                  | 20                  | 20                 | 0                | 0                | 0                | 0         |
| A                                  | 4    | Greenfield             | MA    | Recorder                   | 14                                  | 14                  | 14                 | 0                | 0                | 0                | 0         |
| A                                  | 7    | Providence             | RI    | Journal                    | 163                                 | 163                 | 163                | 0                | 0                | 0                | 0         |
| A                                  | 7    | Providence             | RI    | Projo Express TMC          | 100                                 | 100                 | 100                | 0                | 0                | 0                | 0         |
| A                                  | 7    | Woonsocket             | RI    | Call                       | 12                                  | 12                  | 12                 | 0                | 0                | 0                | 0         |
| A                                  | 7    | Westerly               | RI    | Sun                        | 11                                  | 11                  | 11                 | 0                | 0                | 0                | 0         |
| A                                  | 7    | Pawtucket              | RI    | Times                      | 8                                   | 8                   | 8                  | 0                | 0                | 0                | 0         |
| A                                  | 7    | Narragansett           | RI    | Times                      | 6                                   | 6                   | 6                  | 0                | 0                | 0                | 0         |
| A                                  | 7    | North Kingstown        | RI    | Standard-Times             | 4                                   | 4                   | 4                  | 0                | 0                | 0                | 0         |
| A                                  | 7    | West Warwick           | RI    | Kent County Daily Times    | 4                                   | 4                   | 4                  | 0                | 0                | 0                | 0         |
| A                                  | 7    | East Greenwich         | RI    | East Greenwich Penderum    | 2                                   | 2                   | 2                  | 0                | 0                | 0                | 0         |
| A                                  | 7    | Wakefield              | RI    | Coventry Courier           | 1                                   | 1                   | 1                  | 0                | 0                | 0                | 0         |
| A                                  | 7    | Wyoming                | RI    | Charho Times               | 1                                   | 1                   | 1                  | 0                | 0                | 0                | 0         |
| A                                  | 8    | Manchester             | NH    | New Hampshire News         | 74                                  | 74                  | 74                 | 0                | 0                | 0                | 0         |
| A                                  | 8    | Nashua                 | NH    | Telegraph                  | 28                                  | 28                  | 28                 | 0                | 0                | 0                | 0         |
| A                                  | 8    | Dover                  | NH    | Foster'S Democrat          | 25                                  | 25                  | 25                 | 0                | 0                | 0                | 0         |
| A                                  | 8    | Concord                | NH    | Monitor                    | 21                                  | 21                  | 21                 | 0                | 0                | 0                | 0         |
| A                                  | 8    | Portsmouth             | NH    | Herald                     | 17                                  | 17                  | 17                 | 0                | 0                | 0                | 0         |
| A                                  | 8    | Keene                  | NH    | Sentinel                   | 13                                  | 13                  | 13                 | 0                | 0                | 0                | 0         |
| A                                  | 8    | Laconia                | NH    | Citizen                    | 9                                   | 9                   | 9                  | 0                | 0                | 0                | 0         |
| A                                  | 8    | Exeter                 | NH    | News Letter                | 5                                   | 5                   | 5                  | 0                | 0                | 0                | 0         |
| A                                  | 8    | Portsmouth             | NH    | Hampton Union              | 5                                   | 5                   | 5                  | 0                | 0                | 0                | 0         |
| A                                  | 10   | Hartford               | CT    | Courant                    | 232                                 | 232                 | 232                | 0                | 0                | 0                | 0         |
| A                                  | 10   | Manchester             | CT    | Journal Inquirer           | 43                                  | 43                  | 43                 | 0                | 0                | 0                | 0         |
| A                                  | 10   | Meriden                | CT    | Record-Journal             | 22                                  | 22                  | 22                 | 0                | 0                | 0                | 0         |
| A                                  | 10   | New Britain            | CT    | Herald                     | 13                                  | 13                  | 13                 | 0                | 0                | 0                | 0         |
| A                                  | 10   | Hartford (2/7/10)      | CT    | Sunday Select              | 10                                  | 10                  | 10                 | 0                | 0                | 0                | 0         |
| A                                  | 10   | Willimantic            | CT    | Chronicle                  | 9                                   | 9                   | 9                  | 0                | 0                | 0                | 0         |
| A                                  | 10   | Torrington             | CT    | Register Citizen           | 8                                   | 8                   | 8                  | 0                | 0                | 0                | 0         |
| A                                  | 10   | Middletown             | CT    | Press                      | 6                                   | 6                   | 6                  | 0                | 0                | 0                | 0         |
| A                                  | 11   | New Haven              | CT    | Register                   | 78                                  | 78                  | 78                 | 0                | 0                | 0                | 0         |
| A                                  | 11   | New London             | CT    | Day                        | 38                                  | 38                  | 38                 | 0                | 0                | 0                | 0         |
| A                                  | 11   | New Haven              | CT    | Advocate                   | 35                                  | 35                  | 35                 | 0                | 0                | 0                | 0         |
| A                                  | 11   | Norwich                | CT    | Bulletin                   | 27                                  | 27                  | 27                 | 0                | 0                | 0                | 0         |
| A                                  | 12   | Bridgeport             | CT    | Connecticut Post           | 88                                  | 88                  | 88                 | 0                | 0                | 0                | 0         |
| A                                  | 12   | Stamford/Greenwich     | CT    | Advocate/Time              | 36                                  | 36                  | 36                 | 0                | 0                | 0                | 0         |
| A                                  | 12   | Danbury                | CT    | News-Times                 | 33                                  | 33                  | 33                 | 0                | 0                | 0                | 0         |
| A                                  | 12   | Fairfield              | CT    | Weekly                     | 30                                  | 30                  | 30                 | 0                | 0                | 0                | 0         |
| A                                  | 12   | Norwalk                | CT    | Hour                       | 16                                  | 16                  | 16                 | 0                | 0                | 0                | 0         |
| <b>Total New England Region</b>    |      |                        |       |                            | <b>2,456</b>                        | <b>2,456</b>        | <b>2,456</b>       | <b>0</b>         | <b>0</b>         | <b>0</b>         | <b>0</b>  |
| <b>NEW YORK METRO REGION</b>       |      |                        |       |                            |                                     |                     |                    |                  |                  |                  |           |
| A                                  | 14   | New York               | NY    | Times                      | 630                                 | 630                 | 630                | 0                | 0                | 0                | 0         |
| A                                  | 15   | Long Island            | NY    | Newsday                    | 458                                 | 458                 | 458                | 0                | 0                | 0                | 0         |
| A                                  | 16   | Westchester Co.        | NY    | Journal-News Plus          | 317                                 | 317                 | 317                | 0                | 0                | 0                | 0         |
| A                                  | 16   | Bergen/Passaic-Clifton | NJ    | Record/Herald News         | 205                                 | 205                 | 205                | 0                | 0                | 0                | 0         |
| A                                  | 16   | Bergen                 | NJ    | Record TMC                 | 179                                 | 179                 | 179                | 0                | 0                | 0                | 0         |
| A                                  | 16   | Westchester Co.        | NY    | Journal-News               | 116                                 | 116                 | 116                | 0                | 0                | 0                | 0         |
| A                                  | 16   | Clifton                | NJ    | Today TMC                  | 29                                  | 29                  | 29                 | 0                | 0                | 0                | 0         |
| A                                  | 16   | Hackensack             | NJ    | Chronicle                  | 18                                  | 18                  | 18                 | 0                | 0                | 0                | 0         |
| A                                  | 16   | Wayne                  | NJ    | Today TMC                  | 17                                  | 17                  | 17                 | 0                | 0                | 0                | 0         |
| A                                  | 16   | Fort Lee               | NJ    | Suburbanite                | 16                                  | 16                  | 16                 | 0                | 0                | 0                | 0         |
| A                                  | 16   | Edgewater              | NJ    | View                       | 6                                   | 6                   | 6                  | 0                | 0                | 0                | 0         |
| A                                  | 16   | West Milford           | NJ    | Today TMC                  | 5                                   | 5                   | 5                  | 0                | 0                | 0                | 0         |
| A                                  | 16   | Little Falls           | NJ    | Today TMC                  | 4                                   | 4                   | 4                  | 0                | 0                | 0                | 0         |
| A                                  | 16   | West Paterson          | NJ    | Today TMC                  | 4                                   | 4                   | 4                  | 0                | 0                | 0                | 0         |
| A                                  | 16   | Totowa                 | NJ    | Today TMC                  | 3                                   | 3                   | 3                  | 0                | 0                | 0                | 0         |
| A                                  | 16   | Pequanock              | NJ    | Today TMC                  | 2                                   | 2                   | 2                  | 0                | 0                | 0                | 0         |
| A                                  | 16   | Pompton Plains         | NJ    | Today TMC                  | 2                                   | 2                   | 2                  | 0                | 0                | 0                | 0         |
| A                                  | 18   | Newark                 | NJ    | Star-Ledger                | 392                                 | 392                 | 392                | 0                | 0                | 0                | 0         |
| A                                  | 18   | Newark                 | NJ    | Ledger Extra               | 364                                 | 364                 | 364                | 0                | 0                | 0                | 0         |
| A                                  | 20   | Asbury Park            | NJ    | Press                      | 179                                 | 179                 | 179                | 0                | 0                | 0                | 0         |
| A                                  | 20   | Tom'S River            | NJ    | Community Reporter         | 17                                  | 17                  | 17                 | 0                | 0                | 0                | 0         |
| <b>Total New York Metro Region</b> |      |                        |       |                            | <b>2,963</b>                        | <b>2,963</b>        | <b>2,963</b>       | <b>0</b>         | <b>0</b>         | <b>0</b>         | <b>0</b>  |
| <b>MIDDLE ATLANTIC REGION</b>      |      |                        |       |                            |                                     |                     |                    |                  |                  |                  |           |
| A                                  | 21   | Albany                 | NY    | Times Union                | 152                                 | 152                 | 152                | 0                | 0                | 0                | 0         |
| A                                  | 21   | Middletown             | NY    | Record                     | 84                                  | 84                  | 84                 | 0                | 0                | 0                | 0         |
| A                                  | 21   | Schenectady            | NY    | Gazette                    | 48                                  | 48                  | 48                 | 0                | 0                | 0                | 0         |
| A                                  | 21   | Poughkeepsie           | NY    | Journal                    | 46                                  | 46                  | 46                 | 0                | 0                | 0                | 0         |
| A                                  | 21   | Ritford                | MA    | Berkshire Eagle            | 29                                  | 29                  | 29                 | 0                | 0                | 0                | 0         |
| A                                  | 21   | Kingston               | NY    | Freeman                    | 22                                  | 22                  | 22                 | 0                | 0                | 0                | 0         |
| A                                  | 21   | Troy                   | NY    | Record                     | 15                                  | 15                  | 15                 | 0                | 0                | 0                | 0         |
| A                                  | 21   | Gloversville           | NY    | Leader-Herald              | 12                                  | 12                  | 12                 | 0                | 0                | 0                | 0         |
| A                                  | 21   | Glens Falls            | NY    | The Talk                   | 18                                  | 18                  | 18                 | 0                | 0                | 0                | 0         |
| A                                  | 21   | Amsterdam              | NY    | Recorder                   | 11                                  | 11                  | 11                 | 0                | 0                | 0                | 0         |
| A                                  | 21   | Saratoga Springs       | NY    | Saratogian                 | 10                                  | 10                  | 10                 | 0                | 0                | 0                | 0         |
| A                                  | 21   | North Adams            | MA    | Transcript                 | 8                                   | 8                   | 8                  | 0                | 0                | 0                | 0         |
| A                                  | 21   | Hudson                 | NY    | Register Star              | 8                                   | 8                   | 8                  | 0                | 0                | 0                | 0         |
| A                                  | 21   | Catskill               | NY    | Daily Mail                 | 4                                   | 4                   | 4                  | 0                | 0                | 0                | 0         |
| A                                  | 21   | Saugerties             | NY    | Post Star                  | 2                                   | 2                   | 2                  | 0                | 0                | 0                | 0         |
| A                                  | 22   | Buffalo                | NY    | News                       | 272                                 | 272                 | 272                | 0                | 0                | 0                | 0         |
| A                                  | 22   | Erie                   | PA    | Times-News                 | 75                                  | 75                  | 75                 | 0                | 0                | 0                | 0         |
| A                                  | 22   | Jamestown/Dunkirk      | NY    | Post Journal               | 29                                  | 29                  | 29                 | 0                | 0                | 0                | 0         |
| A                                  | 22   | Wellsville             | NY    | Daily Reporter             | 4                                   | 4                   | 4                  | 0                | 0                | 0                | 0         |
| A                                  | 22   | Kane                   | PA    | Republican                 | 2                                   | 2                   | 2                  | 0                | 0                | 0                | 0         |
| A                                  | 24   | Rochester              | NY    | Democrat & Chronicle       | 196                                 | 196                 | 196                | 0                | 0                | 0                | 0         |
| A                                  | 24   | Canandaigua            | NY    | Daily Messenger            | 14                                  | 14                  | 14                 | 0                | 0                | 0                | 0         |
| A                                  | 24   | Ramp Van               | NY    | Chronicle Express          | 4                                   | 4                   | 4                  | 0                | 0                | 0                | 0         |
| A                                  | 25   | Syracuse               | NY    | Post-Standard              | 159                                 | 159                 | 159                | 0                | 0                | 0                | 0         |
| A                                  | 25   | Watertown              | NY    | Times                      | 28                                  | 28                  | 28                 | 0                | 0                | 0                | 0         |
| A                                  | 25   | Geneva                 | NY    | Finger Lakes Times         | 19                                  | 19                  | 19                 | 0                | 0                | 0                | 0         |
| A                                  | 25   | Auburn                 | NY    | Citizen                    | 14                                  | 14                  | 14                 | 0                | 0                | 0                | 0         |
| A                                  | 25   | Ogdensburg             | NY    | Journal Advance-News       | 12                                  | 12                  | 12                 | 0                | 0                | 0                | 0         |
| A                                  | 25   | Cortland               | NY    | Standard                   | 10                                  | 10                  | 10                 | 0                | 0                | 0                | 0         |
| A                                  | 25   | Oswego                 | NY    | Palladium Times            | 9                                   | 9                   | 9                  | 0                | 0                | 0                | 0         |
| A                                  | 25   | Massena                | NY    | The Daily Courier Observer | 8                                   | 8                   | 8                  | 0                | 0                | 0                | 0         |
| A                                  | 25   | Oneida                 | NY    | Dispatch                   | 7                                   | 7                   | 7                  | 0                | 0                | 0                | 0         |
| A                                  | 26   | Philadelphia           | PA    | Inquirer                   | 506                                 | 506                 | 506                | 0                | 0                | 0                | 0         |
| A                                  | 26   | Philadelphia           | PA    | My Community Trend         | 322                                 | 322                 | 322                | 0                | 0                | 0                | 0         |
| A                                  | 26   | Philadelphia           | PA    | Northeast Times            | 112                                 | 112                 | 112                | 0                | 0                | 0                | 0         |
| A                                  | 26   | Philadelphia           | PA    | News                       | 108                                 | 108                 | 108                | 0                | 0                | 0                | 0         |
| A                                  | 26   | Atlantic City          | NJ    | Press                      | 83                                  | 83                  | 83                 | 0                | 0                | 0                | 0         |
| A                                  | 26   | Atlantic City          | NJ    | Press Extra TMC            | 82                                  | 82                  | 82                 | 0                | 0                | 0                | 0         |
| A                                  | 26   | Lewistown              | PA    | Lucks County Courier Times | 60                                  | 60                  | 60                 | 0                | 0                | 0                | 0         |
| A                                  | 26   | Philadelphia           | PA    | Star Home News             | 59                                  | 59                  | 59                 | 0                | 0                | 0                | 0         |
| A                                  | 26   | Doylestown             | PA    | Intelligencer              | 45                                  | 45                  | 45                 | 0                | 0                | 0                | 0         |
| A                                  | 26   | Willingsboro           | NJ    | Burlington County Times    | 34                                  | 34                  | 34                 | 0                | 0                | 0                | 0         |
| A                                  | 26   | Philadelphia           | PA    | Sunday Sun                 | 20                                  | 20                  | 20                 | 0                | 0                | 0                | 0         |

| PROGRAM DATE:                       |      | 3/14/2010                         |       | CLIENT:                                 | Heinz Classico/New York Texas Toast |                     |                    |                  | SELECTED CIRC:   |                  |           |          |  | 45,179 |
|-------------------------------------|------|-----------------------------------|-------|---|-------------------------------------|---------------------|--------------------|------------------|------------------|------------------|-----------|----------|--|--------|
| PLACE VERSION LETTER HERE           | FORM | MARKET NAME                       | STATE | NEWSPAPER NAME                          | CIRC (000)                          | SELECTED CIRC (000) | VERSION A \$1.00/2 | VERSION B \$5.50 | VERSION C \$5.40 | VERSION D \$5.55 | VERSION E |          |  |        |
| A                                   | 26   | Lansdale                          | PA    | Reporter                                | 12                                  | 12                  | 12                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 28   | Wilmington                        | DE    | News Journal                            | 122                                 | 122                 | 122                | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 28   | Dover                             | DE    | Delaware State News                     | 25                                  | 25                  | 25                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 28   | Wilmington                        | DE    | Sunday Select                           | 13                                  | 13                  | 13                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 28   | Newark                            | DE    | Post                                    | 12                                  | 12                  | 12                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 30   | Harrisburg                        | PA    | Patriot-News                            | 128                                 | 128                 | 128                | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 30   | York                              | PA    | News                                    | 92                                  | 92                  | 92                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 30   | Sunbury                           | PA    | Item                                    | 25                                  | 25                  | 25                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 30   | Hanover                           | PA    | Sun                                     | 23                                  | 23                  | 23                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 30   | Bloomsburg                        | PA    | Press-Enterprise                        | 23                                  | 23                  | 23                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 30   | Chambersburg                      | PA    | Public Opinion                          | 20                                  | 20                  | 20                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 30   | Carlisle                          | PA    | Sentinel                                | 17                                  | 17                  | 17                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 30   | Lewisstown                        | PA    | Sentinel                                | 14                                  | 14                  | 14                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 30   | Danville                          | PA    | News                                    | 3                                   | 3                   | 3                  | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 31   | Lancaster                         | PA    | News                                    | 105                                 | 105                 | 105                | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 31   | Reading                           | PA    | Eagle                                   | 78                                  | 78                  | 78                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 31   | Pottsville                        | PA    | Republican & Evening Herald             | 29                                  | 29                  | 29                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 31   | Lafayette                         | PA    | News                                    | 21                                  | 21                  | 21                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 32   | Allentown                         | PA    | Morning Call                            | 133                                 | 133                 | 133                | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 32   | Allentown                         | PA    | Morning Call Weekly                     | 110                                 | 110                 | 110                | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 32   | Easton                            | PA    | Express Times                           | 47                                  | 47                  | 47                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 32   | Stroudsburg                       | PA    | Pocono Record                           | 25                                  | 25                  | 25                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 32   | Pocono                            | PA    | Times                                   | 20                                  | 20                  | 20                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 32   | *Allentown (2/7/10)               | PA    | Sunday Select                           | 7                                   | 7                   | 7                  | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 33   | Scranton/Towanda                  | PA    | Times/Sunday Review                     | 82                                  | 82                  | 82                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 33   | Wilkes-Barre                      | PA    | Times-Leader                            | 53                                  | 53                  | 53                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 33   | Williamsport                      | PA    | Sun-Gazette                             | 33                                  | 33                  | 33                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 33   | Wilkes-Barre                      | PA    | Citizen's Voice                         | 32                                  | 32                  | 32                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 33   | Hazleton                          | PA    | Standard-Speaker                        | 22                                  | 22                  | 22                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 33   | Shamokin-Mount Carmel             | PA    | News Item                               | 10                                  | 10                  | 10                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 33   | Lock Haven                        | PA    | Express                                 | 10                                  | 10                  | 10                 | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 33   | Sayre                             | PA    | Evening Times                           | 6                                   | 6                   | 6                  | 0                | 0                | 0                | 0         | 0        |  |        |
| A                                   | 33   | Tunkhannock                       | PA    | The New Age                             | 6                                   | 6                   | 6                  | 0                | 0                | 0                | 0         | 0        |  |        |
| B                                   | 34   | Baltimore                         | MD    | Sun                                     | 321                                 | 321                 | 0                  | 321              | 0                | 0                | 0         | 0        |  |        |
| B                                   | 34   | Annapolis                         | MD    | Capital                                 | 45                                  | 45                  | 0                  | 45               | 0                | 0                | 0         | 0        |  |        |
| B                                   | 35   | Washington                        | DC    | Post                                    | 887                                 | 887                 | 0                  | 887              | 0                | 0                | 0         | 0        |  |        |
| B                                   | 35   | Washington                        | DC    | Examiner                                | 241                                 | 241                 | 0                  | 241              | 0                | 0                | 0         | 0        |  |        |
| B                                   | 35   | Fairfax                           | VA    | County Times Community                  | 121                                 | 121                 | 0                  | 121              | 0                | 0                | 0         | 0        |  |        |
| B                                   | 35   | Bethesda (Chevy Chase/Kensington) | MD    | Gazette                                 | 44                                  | 44                  | 0                  | 44               | 0                | 0                | 0         | 0        |  |        |
| B                                   | 35   | Silver Spring                     | MD    | Gazette (Incl. Takoma Park)             | 25                                  | 25                  | 0                  | 25               | 0                | 0                | 0         | 0        |  |        |
| B                                   | 35   | Falls Church                      | VA    | News - Press                            | 21                                  | 21                  | 0                  | 21               | 0                | 0                | 0         | 0        |  |        |
| B                                   | 35   | Manassas                          | VA    | Journal Messenger                       | 17                                  | 17                  | 0                  | 17               | 0                | 0                | 0         | 0        |  |        |
| <b>Total Middle Atlantic Region</b> |      |                                   |       |   | <b>5,842</b>                        | <b>5,842</b>        | <b>4,120</b>       | <b>1,722</b>     | <b>0</b>         | <b>0</b>         | <b>0</b>  | <b>0</b> |  |        |
| <b>EAST CENTRAL REGION</b>          |      |                                   |       |   |                                     |                     |                    |                  |                  |                  |           |          |  |        |
| C                                   | 36   | Akron                             | OH    | Beacon Journal                          | 143                                 | 143                 | 0                  | 0                | 143              | 0                | 0         | 0        |  |        |
| C                                   | 36   | Canton                            | OH    | Repository                              | 81                                  | 81                  | 0                  | 0                | 81               | 0                | 0         | 0        |  |        |
| C                                   | 36   | Canton                            | OH    | The Wrap                                | 33                                  | 33                  | 0                  | 0                | 33               | 0                | 0         | 0        |  |        |
| C                                   | 36   | Kent-Ravenna                      | OH    | Record-Courier                          | 19                                  | 19                  | 0                  | 0                | 19               | 0                | 0         | 0        |  |        |
| C                                   | 36   | Massillon                         | OH    | Independent                             | 13                                  | 13                  | 0                  | 0                | 13               | 0                | 0         | 0        |  |        |
| C                                   | 36   | Alliance                          | OH    | Review                                  | 12                                  | 12                  | 0                  | 0                | 12               | 0                | 0         | 0        |  |        |
| C                                   | 36   | Ashland                           | OH    | Times Gazette                           | 12                                  | 12                  | 0                  | 0                | 12               | 0                | 0         | 0        |  |        |
| C                                   | 37   | Cincinnati                        | OH    | Enquirer                                | 274                                 | 274                 | 0                  | 0                | 274              | 0                | 0         | 0        |  |        |
| C                                   | 37   | Middletown                        | OH    | Neighbors Plus                          | 37                                  | 37                  | 0                  | 0                | 37               | 0                | 0         | 0        |  |        |
| C                                   | 37   | Hamilton                          | OH    | Neighbors Plus                          | 33                                  | 33                  | 0                  | 0                | 33               | 0                | 0         | 0        |  |        |
| C                                   | 37   | Hamilton                          | OH    | Journal-News                            | 24                                  | 24                  | 0                  | 0                | 24               | 0                | 0         | 0        |  |        |
| C                                   | 37   | Cincinnati                        | OH    | News Democrat                           | 22                                  | 22                  | 0                  | 0                | 22               | 0                | 0         | 0        |  |        |
| C                                   | 37   | Cincinnati                        | OH    | Sunday Select                           | 22                                  | 22                  | 0                  | 0                | 22               | 0                | 0         | 0        |  |        |
| C                                   | 37   | Middletown                        | OH    | Journal                                 | 22                                  | 22                  | 0                  | 0                | 22               | 0                | 0         | 0        |  |        |
| C                                   | 37   | Maysville                         | KY    | Ledger Independent                      | 8                                   | 8                   | 0                  | 0                | 8                | 0                | 0         | 0        |  |        |
| C                                   | 37   | Wilmington                        | OH    | News Journal                            | 7                                   | 7                   | 0                  | 0                | 7                | 0                | 0         | 0        |  |        |
| C                                   | 37   | Hillsboro                         | OH    | Times Gazette                           | 5                                   | 5                   | 0                  | 0                | 5                | 0                | 0         | 0        |  |        |
| C                                   | 37   | Grant County                      | KY    | News                                    | 5                                   | 5                   | 0                  | 0                | 5                | 0                | 0         | 0        |  |        |
| C                                   | 37   | Batesville                        | IN    | Herald Tribune                          | 3                                   | 3                   | 0                  | 0                | 3                | 0                | 0         | 0        |  |        |
| C                                   | 38   | Cleveland                         | OH    | Plain Dealer                            | 390                                 | 390                 | 0                  | 0                | 390              | 0                | 0         | 0        |  |        |
| C                                   | 38   | Cleveland                         | OH    | Sun Newspapers                          | 161                                 | 161                 | 0                  | 0                | 161              | 0                | 0         | 0        |  |        |
| C                                   | 38   | Cleveland                         | OH    | Pd Wrap                                 | 60                                  | 60                  | 0                  | 0                | 60               | 0                | 0         | 0        |  |        |
| C                                   | 39   | Columbus                          | OH    | Dispatch                                | 351                                 | 351                 | 0                  | 0                | 351              | 0                | 0         | 0        |  |        |
| C                                   | 39   | Columbus                          | OH    | Ad Bag                                  | 195                                 | 195                 | 0                  | 0                | 195              | 0                | 0         | 0        |  |        |
| C                                   | 39   | Newark                            | OH    | Advocate                                | 19                                  | 19                  | 0                  | 0                | 19               | 0                | 0         | 0        |  |        |
| C                                   | 39   | Zanesville                        | OH    | Times Recorder                          | 18                                  | 18                  | 0                  | 0                | 18               | 0                | 0         | 0        |  |        |
| C                                   | 39   | Chillicothe                       | OH    | Gazette                                 | 13                                  | 13                  | 0                  | 0                | 13               | 0                | 0         | 0        |  |        |
| C                                   | 39   | Lancaster                         | OH    | Eagle-Gazette                           | 13                                  | 13                  | 0                  | 0                | 13               | 0                | 0         | 0        |  |        |
| C                                   | 39   | Marion                            | OH    | Star                                    | 12                                  | 12                  | 0                  | 0                | 12               | 0                | 0         | 0        |  |        |
| C                                   | 39   | Mount Vernon                      | OH    | News                                    | 10                                  | 10                  | 0                  | 0                | 10               | 0                | 0         | 0        |  |        |
| C                                   | 39   | Circleville                       | OH    | Herald                                  | 7                                   | 7                   | 0                  | 0                | 7                | 0                | 0         | 0        |  |        |
| C                                   | 39   | Marysville                        | OH    | Journal-Tribune                         | 7                                   | 7                   | 0                  | 0                | 7                | 0                | 0         | 0        |  |        |
| C                                   | 39   | Bucyrus                           | OH    | Telegraph-Forum                         | 6                                   | 6                   | 0                  | 0                | 6                | 0                | 0         | 0        |  |        |
| C                                   | 39   | Coshocton                         | OH    | Tribune                                 | 6                                   | 6                   | 0                  | 0                | 6                | 0                | 0         | 0        |  |        |
| C                                   | 39   | Logan                             | OH    | Daily News                              | 5                                   | 5                   | 0                  | 0                | 5                | 0                | 0         | 0        |  |        |
| C                                   | 39   | Waverly                           | OH    | News Watchman                           | 5                                   | 5                   | 0                  | 0                | 5                | 0                | 0         | 0        |  |        |
| C                                   | 39   | Vinton                            | OH    | County Courier                          | 2                                   | 2                   | 0                  | 0                | 2                | 0                | 0         | 0        |  |        |
| C                                   | 40   | Dayton/Springfield                | OH    | News-News-Sun                           | 197                                 | 197                 | 0                  | 0                | 197              | 0                | 0         | 0        |  |        |
| C                                   | 40   | Dayton                            | OH    | Neighbors Plus                          | 157                                 | 157                 | 0                  | 0                | 157              | 0                | 0         | 0        |  |        |
| C                                   | 40   | Greenville                        | OH    | Early Bird                              | 27                                  | 27                  | 0                  | 0                | 27               | 0                | 0         | 0        |  |        |
| C                                   | 40   | Sidney                            | OH    | Daily News                              | 12                                  | 12                  | 0                  | 0                | 12               | 0                | 0         | 0        |  |        |
| C                                   | 40   | Troy                              | OH    | Daily News                              | 10                                  | 10                  | 0                  | 0                | 10               | 0                | 0         | 0        |  |        |
| C                                   | 40   | Bellefontaine                     | OH    | Examiner                                | 9                                   | 9                   | 0                  | 0                | 9                | 0                | 0         | 0        |  |        |
| C                                   | 40   | Eaton                             | OH    | Register Herald                         | 7                                   | 7                   | 0                  | 0                | 7                | 0                | 0         | 0        |  |        |
| C                                   | 40   | Piqua                             | OH    | Daily Call                              | 6                                   | 6                   | 0                  | 0                | 6                | 0                | 0         | 0        |  |        |
| C                                   | 40   | Urbana                            | OH    | Daily Citizen                           | 6                                   | 6                   | 0                  | 0                | 6                | 0                | 0         | 0        |  |        |
| C                                   | 40   | Greenville                        | OH    | Daily Advocate                          | 5                                   | 5                   | 0                  | 0                | 5                | 0                | 0         | 0        |  |        |
| C                                   | 41   | Toledo                            | OH    | Blade                                   | 136                                 | 136                 | 0                  | 0                | 136              | 0                | 0         | 0        |  |        |
| C                                   | 41   | Lima                              | OH    | News                                    | 42                                  | 42                  | 0                  | 0                | 42               | 0                | 0         | 0        |  |        |
| C                                   | 41   | Defiance                          | OH    | Crescent-News                           | 20                                  | 20                  | 0                  | 0                | 20               | 0                | 0         | 0        |  |        |
| C                                   | 41   | Sylvania                          | OH    | Herald                                  | 12                                  | 12                  | 0                  | 0                | 12               | 0                | 0         | 0        |  |        |
| C                                   | 41   | Fremont                           | OH    | News-Messenger                          | 11                                  | 11                  | 0                  | 0                | 11               | 0                | 0         | 0        |  |        |
| C                                   | 41   | Bryan                             | OH    | Times                                   | 10                                  | 10                  | 0                  | 0                | 10               | 0                | 0         | 0        |  |        |
| C                                   | 41   | Port Clinton                      | OH    | News Herald                             | 5                                   | 5                   | 0                  | 0                | 5                | 0                | 0         | 0        |  |        |
| C                                   | 41   | Napoleon                          | OH    | Nw Signal                               | 5                                   | 5                   | 0                  | 0                | 5                | 0                | 0         | 0        |  |        |
| C                                   | 41   | Delphos                           | OH    | Daily Herald                            | 4                                   | 4                   | 0                  | 0                | 4                | 0                | 0         | 0        |  |        |
| C                                   | 41   | Wapakoneta                        | OH    | Daily News                              | 4                                   | 4                   | 0                  | 0                | 4                | 0                | 0         | 0        |  |        |
| D                                   | 45   | Detroit                           | MI    | News & Free Press                       | 600                                 | 600                 | 0                  | 0                | 0                | 600              | 0         | 0        |  |        |
| D                                   | 45   | Detroit                           | MI    | Sunday Select                           | 87                                  | 87                  | 0                  | 0                | 0                | 87               | 0         | 0        |  |        |
| D                                   | 45   | Mount Clemens                     | MI    | Macomb Daily                            | 60                                  | 60                  | 0                  | 0                | 0                | 60               | 0         | 0        |  |        |
| D                                   | 45   | Lincoln Park                      | MI    | News-Herald (Heritage Newspaper)        | 40                                  | 40                  | 0                  | 0                | 0                | 40               | 0         | 0        |  |        |
| D                                   | 45   | Monroe                            | MI    | News                                    | 24                                  | 24                  | 0                  | 0                | 0                | 24               | 0         | 0        |  |        |
| D                                   | 45   | Livingston County                 | MI    | Daily Pres & Argus (Hometown Newspaper) | 18                                  | 18                  | 0                  | 0                | 0                | 18               | 0         | 0        |  |        |
| D                                   | 45   | Dearborn (Lincoln Park)           | MI    | Press & Guide (Heritage Newspaper)      | 13                                  | 13                  | 0                  | 0                | 0                | 13               | 0         | 0        |  |        |
| D                                   | 45   | Lapeer                            | MI    | County Press                            | 11                                  | 11                  | 0                  | 0                | 0                | 11               | 0         | 0        |  |        |
| D                                   | 45   | Taylor (Lincoln Park)             | MI    | News-Herald                             | 11                                  | 11                  | 0                  | 0                | 0                | 11               | 0         | 0        |  |        |
| D                                   | 45   | Dearborn Heights (Lincoln Park)   | MI    | Press & Guide (Heritage Newspaper)      | 10                                  | 10                  | 0                  | 0                | 0                | 10               | 0         | 0        |  |        |
| D                                   | 45   | Royal Oak                         | MI    | Daily Tribune                           | 10                                  | 10                  | 0                  | 0                | 0                | 10               | 0         | 0        |  |        |
| D                                   | 45   | Southgate (Lincoln Park)          | MI    | News-Herald (Heritage Newspaper)        | 8                                   | 8                   | 0                  | 0                | 0                | 8                | 0         | 0        |  |        |
| D                                   | 45   | Wyandotte (Lincoln Park)          | MI    | News-Herald (Heritage Newspaper)        | 8                                   | 8                   | 0                  | 0                | 0                | 8                | 0         | 0        |  |        |
| D                                   | 45   | Allen Park                        | MI    | News-Herald (Heritage Newspaper)        | 7                                   | 7                   | 0                  | 0                | 0                | 7                | 0         | 0        |  |        |
| D                                   | 45   | Trenton (Lincoln Park)            | MI    | News-Herald (Heritage Newspaper)        | 7                                   | 7                   | 0                  | 0                | 0                | 7                | 0         | 0        |  |        |
| D                                   | 45   | South Lyon (Livingston County)    | MI    | Herald (Hometown Newspaper)             | 7                                   | 7                   | 0                  | 0                | 0                | 7                | 0         | 0        |  |        |
| D                                   | 45   | Huron Valley (Lincoln Park)       | MI    | News-Herald (Heritage Newspaper)        | 6                                   | 6                   | 0                  | 0                | 0                | 6                | 0         | 0        |  |        |
| D                                   | 45   | Milford (Livingston County)       | MI    | Times (Hometown Newspaper)              | 6                                   | 6                   | 0                  | 0                | 0                | 6                | 0         | 0        |  |        |
| D                                   | 45   | Northville (Livingston County)    | MI    | Record (Hometown Newspaper)             | 6                                   | 6                   | 0                  | 0                | 0                | 6                | 0         | 0        |  |        |
| D                                   | 45   | Novi (Livingston County)          | MI    | News (Hometown Newspapers)              | 4                                   | 4                   | 0                  | 0                | 0                | 4                | 0         | 0        |  |        |
| D                                   | 45   | Brownstown (Lincoln Park)         | MI    | News-Herald (Heritage Newspaper)        | 4                                   | 4                   | 0                  | 0                | 0                | 4                | 0         | 0        |  |        |
| D                                   | 45   | Riverview (Lincoln Park)          | MI    | News-Herald (Heritage Newspaper)        | 3                                   | 3                   | 0                  | 0                | 0                | 3                | 0         | 0        |  |        |
| D                                   | 45   | Woodhaven (Lincoln Park)          | MI    | News-Herald (Heritage Newspaper)        | 3                                   | 3                   | 0                  | 0                | 0                | 3                | 0         | 0        |  |        |
| D                                   | 45   | Ecors (Lincoln Park)              | MI    | News-Herald (Heritage Newspaper)        | 2                                   | 2                   | 0                  | 0                | 0                | 2                | 0         | 0        |  |        |
| D                                   | 45   | Milwaukie (Lincoln Park)          | MI    | News-Herald (Heritage Newspaper)        | 2                                   | 2                   | 0                  | 0                | 0                | 2                | 0         | 0        |  |        |
| D                                   | 45   | Warrendale (Lincoln Park)         | MI    | Press & Guide (Heritage Newspaper)      | 1                                   | 1                   | 0                  | 0                | 0                | 1                | 0         | 0        |  |        |
| D                                   | 45   | Romulus (Lincoln Park)            | MI    | News-Herald (Heritage Newspaper)        | 1                                   | 1                   | 0                  | 0                | 0                | 1                | 0         | 0        |  |        |

| PROGRAM DATE:             |      | 3/14/2010           |       | CLIENT:                       | Heinz Classico/New York Texas Toast |                     |                    |                  | SELECTED CIRC: |                |           |   |  | 45,179 |
|---------------------------|------|---------------------|-------|-------------------------------|-------------------------------------|---------------------|--------------------|------------------|----------------|----------------|-----------|---|--|--------|
| PLACE VERSION LETTER HERE | FORM | MARKET NAME         | STATE | NEWSPAPER NAME                | CIRC (000)                          | SELECTED CIRC (000) | VERSION A \$1.00/2 | VERSION B \$5.50 | VERSION C \$40 | VERSION D \$55 | VERSION E |   |  |        |
| D                         | 50   | Lansing             | MI    | State Journal                 | 71                                  | 71                  | 0                  | 0                | 0              | 0              | 71        | 0 |  |        |
| D                         | 50   | Jackson             | MI    | Citizen Patriot               | 35                                  | 35                  | 0                  | 0                | 0              | 0              | 35        | 0 |  |        |
| D                         | 50   | Hillsdale           | MI    | Daily News                    | 7                                   | 7                   | 0                  | 0                | 0              | 0              | 7         | 0 |  |        |
| D                         | 50   | Ionia               | MI    | Sentinel-Standard             | 3                                   | 3                   | 0                  | 0                | 0              | 0              | 3         | 0 |  |        |
| D                         | 52   | Grand Rapids        | MI    | Press                         | 177                                 | 177                 | 0                  | 0                | 0              | 0              | 177       | 0 |  |        |
| D                         | 52   | Grand Rapids        | MI    | Express                       | 22                                  | 22                  | 0                  | 0                | 0              | 0              | 22        | 0 |  |        |
| D                         | 53   | Fort Wayne          | IN    | Journal-Gazette               | 111                                 | 111                 | 0                  | 0                | 0              | 0              | 111       | 0 |  |        |
| D                         | 53   | Kendallville        | IN    | News Sun                      | 9                                   | 9                   | 0                  | 0                | 0              | 0              | 9         | 0 |  |        |
| D                         | 53   | Columbia City       | IN    | Post & Mail                   | 9                                   | 9                   | 0                  | 0                | 0              | 0              | 9         | 0 |  |        |
| D                         | 53   | Wabash              | IN    | Plain Dealer                  | 7                                   | 7                   | 0                  | 0                | 0              | 0              | 7         | 0 |  |        |
| D                         | 53   | Auburn              | IN    | Evening Star                  | 6                                   | 6                   | 0                  | 0                | 0              | 0              | 6         | 0 |  |        |
| D                         | 53   | Decatur             | IN    | Daily Democrat                | 6                                   | 6                   | 0                  | 0                | 0              | 0              | 6         | 0 |  |        |
| D                         | 53   | Van Wert            | OH    | Times Bulletin                | 5                                   | 5                   | 0                  | 0                | 0              | 0              | 5         | 0 |  |        |
| D                         | 53   | Angola              | IN    | Herald Republican             | 5                                   | 5                   | 0                  | 0                | 0              | 0              | 5         | 0 |  |        |
| C                         | 54   | South Bend          | IN    | Tribune                       | 91                                  | 91                  | 0                  | 0                | 0              | 0              | 91        | 0 |  |        |
| C                         | 54   | Elkhart             | IN    | Truth                         | 27                                  | 27                  | 0                  | 0                | 0              | 0              | 27        | 0 |  |        |
| C                         | 54   | Berlin Harbor       | MI    | Herald-Palladium              | 24                                  | 24                  | 0                  | 0                | 0              | 0              | 24        | 0 |  |        |
| C                         | 54   | Goshen              | IN    | News                          | 16                                  | 16                  | 0                  | 0                | 0              | 0              | 16        | 0 |  |        |
| C                         | 54   | Warsaw              | IN    | Times Union                   | 12                                  | 12                  | 0                  | 0                | 0              | 0              | 12        | 0 |  |        |
| C                         | 54   | Michigan City       | IN    | News-Dispatch                 | 10                                  | 10                  | 0                  | 0                | 0              | 0              | 10        | 0 |  |        |
| C                         | 54   | Plymouth            | IN    | Pilot-News                    | 6                                   | 6                   | 0                  | 0                | 0              | 0              | 6         | 0 |  |        |
| C                         | 54   | Rochester           | IN    | Sentinel                      | 4                                   | 4                   | 0                  | 0                | 0              | 0              | 4         | 0 |  |        |
| D                         | 55   | Lafayette           | IN    | Journal & Courier             | 39                                  | 39                  | 0                  | 0                | 0              | 0              | 39        | 0 |  |        |
| D                         | 55   | Kokomo              | IN    | Tribune                       | 22                                  | 22                  | 0                  | 0                | 0              | 0              | 22        | 0 |  |        |
| D                         | 55   | Marion              | IN    | Chronicle-Tribune             | 17                                  | 17                  | 0                  | 0                | 0              | 0              | 17        | 0 |  |        |
| D                         | 55   | Logansport          | IN    | Pharos Tribune                | 10                                  | 10                  | 0                  | 0                | 0              | 0              | 10        | 0 |  |        |
| D                         | 55   | Crawfordsville      | IN    | Journal Review                | 10                                  | 10                  | 0                  | 0                | 0              | 0              | 10        | 0 |  |        |
| D                         | 55   | Peru                | IN    | Tribune                       | 7                                   | 7                   | 0                  | 0                | 0              | 0              | 7         | 0 |  |        |
| D                         | 55   | Monticello          | IN    | Daily Herald                  | 5                                   | 5                   | 0                  | 0                | 0              | 0              | 5         | 0 |  |        |
| D                         | 56   | Bloomington-Bedford | IN    | Herald-Times                  | 41                                  | 41                  | 0                  | 0                | 0              | 0              | 41        | 0 |  |        |
| D                         | 56   | Terre Haute         | IN    | Tribune-Star                  | 27                                  | 27                  | 0                  | 0                | 0              | 0              | 27        | 0 |  |        |
| D                         | 56   | Columbus            | IN    | Republic                      | 21                                  | 21                  | 0                  | 0                | 0              | 0              | 21        | 0 |  |        |
| D                         | 56   | Washington          | IN    | Times Herald                  | 9                                   | 9                   | 0                  | 0                | 0              | 0              | 9         | 0 |  |        |
| D                         | 56   | Greencastle         | IN    | Banner-Graphic                | 6                                   | 6                   | 0                  | 0                | 0              | 0              | 6         | 0 |  |        |
| D                         | 56   | Robinson            | IL    | Daily News                    | 5                                   | 5                   | 0                  | 0                | 0              | 0              | 5         | 0 |  |        |
| D                         | 56   | Clay County         | IN    | Brazil Times                  | 5                                   | 5                   | 0                  | 0                | 0              | 0              | 5         | 0 |  |        |
| D                         | 56   | Nashville           | IN    | Brown County Democrat         | 5                                   | 5                   | 0                  | 0                | 0              | 0              | 5         | 0 |  |        |
| D                         | 56   | Olney               | IL    | Daily Mail                    | 4                                   | 4                   | 0                  | 0                | 0              | 0              | 4         | 0 |  |        |
| D                         | 56   | Linton              | IN    | Daily Citizen                 | 4                                   | 4                   | 0                  | 0                | 0              | 0              | 4         | 0 |  |        |
| D                         | 56   | Bloomfield          | IN    | Evening World                 | 3                                   | 3                   | 0                  | 0                | 0              | 0              | 3         | 0 |  |        |
| D                         | 57   | Muncie              | IN    | Star                          | 32                                  | 32                  | 0                  | 0                | 0              | 0              | 32        | 0 |  |        |
| D                         | 57   | Anderson            | IN    | Herald-Bulletin               | 24                                  | 24                  | 0                  | 0                | 0              | 0              | 24        | 0 |  |        |
| D                         | 57   | Richmond            | IN    | Palladium Item                | 18                                  | 18                  | 0                  | 0                | 0              | 0              | 18        | 0 |  |        |
| D                         | 57   | New Castle          | IN    | Courier-Times                 | 10                                  | 10                  | 0                  | 0                | 0              | 0              | 10        | 0 |  |        |
| D                         | 57   | Connersville        | IN    | News Examiner                 | 6                                   | 6                   | 0                  | 0                | 0              | 0              | 6         | 0 |  |        |
| D                         | 57   | North Vernon        | IN    | Plain Dealer                  | 6                                   | 6                   | 0                  | 0                | 0              | 0              | 6         | 0 |  |        |
| D                         | 57   | Greensburg          | IN    | Daily News                    | 5                                   | 5                   | 0                  | 0                | 0              | 0              | 5         | 0 |  |        |
| D                         | 57   | Rushville           | IN    | Republican                    | 3                                   | 3                   | 0                  | 0                | 0              | 0              | 3         | 0 |  |        |
| D                         | 58   | Indianapolis        | IN    | Star                          | 305                                 | 305                 | 0                  | 0                | 0              | 0              | 305       | 0 |  |        |
| D                         | 58   | Indianapolis        | IN    | Sunday Select                 | 30                                  | 30                  | 0                  | 0                | 0              | 0              | 30        | 0 |  |        |
| D                         | 58   | Franklin            | IN    | Daily Journal                 | 18                                  | 18                  | 0                  | 0                | 0              | 0              | 18        | 0 |  |        |
| D                         | 58   | Greenfield          | IN    | The Daily Reporter            | 10                                  | 10                  | 0                  | 0                | 0              | 0              | 10        | 0 |  |        |
| D                         | 58   | Shelbyville         | IN    | News                          | 9                                   | 9                   | 0                  | 0                | 0              | 0              | 9         | 0 |  |        |
| C                         | 59   | Evansville          | IN    | Courier Press                 | 81                                  | 81                  | 0                  | 0                | 0              | 0              | 81        | 0 |  |        |
| C                         | 59   | Owensboro           | KY    | Messenger Inquirer            | 28                                  | 28                  | 0                  | 0                | 0              | 0              | 28        | 0 |  |        |
| C                         | 59   | Elizabethtown       | KY    | News Enterprise               | 21                                  | 21                  | 0                  | 0                | 0              | 0              | 21        | 0 |  |        |
| C                         | 59   | Vincennes           | IN    | Sun Commercial                | 13                                  | 13                  | 0                  | 0                | 0              | 0              | 13        | 0 |  |        |
| C                         | 59   | Tell City           | IN    | Perry County News             | 7                                   | 7                   | 0                  | 0                | 0              | 0              | 7         | 0 |  |        |
| C                         | 59   | Carmi               | IL    | Times                         | 3                                   | 3                   | 0                  | 0                | 0              | 0              | 3         | 0 |  |        |
| C                         | 60   | Lexington           | KY    | Herald-Leader                 | 114                                 | 114                 | 0                  | 0                | 0              | 0              | 114       | 0 |  |        |
| C                         | 60   | Frankfort           | KY    | State Journal                 | 11                                  | 11                  | 0                  | 0                | 0              | 0              | 11        | 0 |  |        |
| C                         | 60   | Somerset            | KY    | Commonwealth Journal          | 11                                  | 11                  | 0                  | 0                | 0              | 0              | 11        | 0 |  |        |
| C                         | 60   | Corbin              | KY    | Times Tribune                 | 9                                   | 9                   | 0                  | 0                | 0              | 0              | 9         | 0 |  |        |
| C                         | 60   | Manchester          | KY    | Enterprise                    | 7                                   | 7                   | 0                  | 0                | 0              | 0              | 7         | 0 |  |        |
| C                         | 60   | Cynthiana           | KY    | Democrat                      | 6                                   | 6                   | 0                  | 0                | 0              | 0              | 6         | 0 |  |        |
| C                         | 60   | Lawrenceburg        | KY    | Anderson News                 | 6                                   | 6                   | 0                  | 0                | 0              | 0              | 6         | 0 |  |        |
| C                         | 60   | Richmond            | KY    | Register                      | 6                                   | 6                   | 0                  | 0                | 0              | 0              | 6         | 0 |  |        |
| C                         | 61   | Louisville          | KY    | Courier-Journal               | 256                                 | 256                 | 0                  | 0                | 0              | 0              | 256       | 0 |  |        |
| C                         | 61   | Louisville          | KY    | Sunday Select                 | 18                                  | 18                  | 0                  | 0                | 0              | 0              | 18        | 0 |  |        |
| C                         | 61   | Bardonia            | KY    | Kentucky Standard             | 9                                   | 9                   | 0                  | 0                | 0              | 0              | 9         | 0 |  |        |
| C                         | 61   | Shelbyville         | KY    | Sentinel News                 | 9                                   | 9                   | 0                  | 0                | 0              | 0              | 9         | 0 |  |        |
| C                         | 61   | Saymour             | IN    | Tribune                       | 9                                   | 9                   | 0                  | 0                | 0              | 0              | 9         | 0 |  |        |
| C                         | 61   | Shepherdsville      | KY    | The Pioneer News              | 8                                   | 8                   | 0                  | 0                | 0              | 0              | 8         | 0 |  |        |
| C                         | 61   | Jeffersonville      | IN    | News Tribune                  | 8                                   | 8                   | 0                  | 0                | 0              | 0              | 8         | 0 |  |        |
| C                         | 61   | Campbellsville      | KY    | Central Kentucky News Journal | 7                                   | 7                   | 0                  | 0                | 0              | 0              | 7         | 0 |  |        |
| C                         | 61   | New Albany          | IN    | Tribune                       | 7                                   | 7                   | 0                  | 0                | 0              | 0              | 7         | 0 |  |        |
| C                         | 61   | Leitchfield         | KY    | The Record                    | 6                                   | 6                   | 0                  | 0                | 0              | 0              | 6         | 0 |  |        |
| C                         | 61   | Lebanon             | KY    | Enterprise                    | 6                                   | 6                   | 0                  | 0                | 0              | 0              | 6         | 0 |  |        |
| C                         | 61   | Leitchfield         | KY    | Grayson County News Gazette   | 3                                   | 3                   | 0                  | 0                | 0              | 0              | 3         | 0 |  |        |
| C                         | 62   | Pittsburgh          | PA    | Post-Gazette                  | 338                                 | 338                 | 0                  | 0                | 0              | 0              | 338       | 0 |  |        |
| C                         | 62   | Greensburg          | PA    | Tribune-Review                | 190                                 | 190                 | 0                  | 0                | 0              | 0              | 190       | 0 |  |        |
| C                         | 62   | Pittsburgh          | PA    | Community Newspapers          | 130                                 | 130                 | 0                  | 0                | 0              | 0              | 130       | 0 |  |        |
| C                         | 62   | Beaver              | PA    | County Times                  | 40                                  | 40                  | 0                  | 0                | 0              | 0              | 40        | 0 |  |        |
| C                         | 62   | New Kensington      | PA    | Valley News Dispatch          | 29                                  | 29                  | 0                  | 0                | 0              | 0              | 29        | 0 |  |        |
| C                         | 62   | Uniontown           | PA    | Herald-Standard               | 25                                  | 25                  | 0                  | 0                | 0              | 0              | 25        | 0 |  |        |
| C                         | 62   | Indiana             | PA    | Gazette                       | 16                                  | 16                  | 0                  | 0                | 0              | 0              | 16        | 0 |  |        |
| C                         | 62   | Latrobe             | PA    | Bulletin                      | 8                                   | 8                   | 0                  | 0                | 0              | 0              | 8         | 0 |  |        |
| C                         | 62   | Connellsville       | PA    | Daily Courier                 | 7                                   | 7                   | 0                  | 0                | 0              | 0              | 7         | 0 |  |        |
| C                         | 63   | McMurry             | PA    | Almanac                       | 51                                  | 51                  | 0                  | 0                | 0              | 0              | 51        | 0 |  |        |
| C                         | 63   | Washington          | PA    | Observer-Reporter             | 38                                  | 38                  | 0                  | 0                | 0              | 0              | 38        | 0 |  |        |
| C                         | 63   | Sharon              | PA    | Herald                        | 21                                  | 21                  | 0                  | 0                | 0              | 0              | 21        | 0 |  |        |
| C                         | 63   | New Castle          | PA    | News                          | 18                                  | 18                  | 0                  | 0                | 0              | 0              | 18        | 0 |  |        |
| C                         | 63   | Monessen            | PA    | Valley Independent            | 15                                  | 15                  | 0                  | 0                | 0              | 0              | 15        | 0 |  |        |
| C                         | 63   | Meadville           | PA    | Tribune                       | 15                                  | 15                  | 0                  | 0                | 0              | 0              | 15        | 0 |  |        |
| C                         | 63   | Mckeesport          | PA    | News                          | 14                                  | 14                  | 0                  | 0                | 0              | 0              | 14        | 0 |  |        |
| C                         | 63   | Kittanning          | PA    | Leader Times                  | 9                                   | 9                   | 0                  | 0                | 0              | 0              | 9         | 0 |  |        |
| C                         | 66   | Roanoke             | VA    | Times & World-News            | 93                                  | 93                  | 0                  | 0                | 0              | 0              | 93        | 0 |  |        |
| C                         | 66   | Lynchburg           | VA    | News & Advance                | 39                                  | 39                  | 0                  | 0                | 0              | 0              | 39        | 0 |  |        |
| C                         | 66   | Harrisonburg        | VA    | Daily News Record             | 30                                  | 30                  | 0                  | 0                | 0              | 0              | 30        | 0 |  |        |
| C                         | 66   | Charlottesville     | VA    | Progress                      | 27                                  | 27                  | 0                  | 0                | 0              | 0              | 27        | 0 |  |        |
| C                         | 66   | Danville            | VA    | Register & Bee                | 23                                  | 23                  | 0                  | 0                | 0              | 0              | 23        | 0 |  |        |
| C                         | 66   | Martinsville        | VA    | Bulletin                      | 20                                  | 20                  | 0                  | 0                | 0              | 0              | 20        | 0 |  |        |
| C                         | 66   | Staunton            | VA    | Daily News Leader             | 19                                  | 19                  | 0                  | 0                | 0              | 0              | 19        | 0 |  |        |
| C                         | 66   | Cave Spring         | VA    | Connection                    | 10                                  | 10                  | 0                  | 0                | 0              | 0              | 10        | 0 |  |        |
| C                         | 66   | Galax               | VA    | Gazette                       | 9                                   | 9                   | 0                  | 0                | 0              | 0              | 9         | 0 |  |        |
| C                         | 66   | Logan               | WV    | Banner                        | 8                                   | 8                   | 0                  | 0                | 0              | 0              | 8         | 0 |  |        |
| C                         | 66   | Bedford             | VA    | Bulletin                      | 8                                   | 8                   | 0                  | 0                | 0              | 0              | 8         | 0 |  |        |
| C                         | 66   | Wytheville          | VA    | Enterprise                    | 7                                   | 7                   | 0                  | 0                | 0              | 0              | 7         | 0 |  |        |
| C                         | 66   | Fincastle           | VA    | Herald                        | 7                                   | 7                   | 0                  | 0                | 0              | 0              | 7         | 0 |  |        |
| C                         | 66   | Radford             | VA    | News Messenger                | 7                                   | 7                   | 0                  | 0                | 0              | 0              | 7         | 0 |  |        |
| C                         | 66   | Waynesboro          | VA    | News Virginian                | 6                                   | 6                   | 0                  | 0                | 0              | 0              | 6         | 0 |  |        |
| C                         | 66   | Madison             | WV    | Coal Valley News              | 5                                   | 5                   | 0                  | 0                | 0              | 0              | 5         | 0 |  |        |
| C                         | 66   | Hillsville          | VA    | Carroll County Times          | 5                                   | 5                   | 0                  | 0                | 0              | 0              | 5         | 0 |  |        |
| C                         | 66   | Pulaski             | VA    | Southwest Times               | 5                                   | 5                   | 0                  | 0                | 0              | 0              | 5         | 0 |  |        |
| C                         | 67   | Charleston          | WV    | Gazette Mail                  | 76                                  | 76                  | 0                  | 0                | 0              | 0              | 76        | 0 |  |        |
| C                         | 67   | Huntington          | WV    | Herald-Dispatch               | 32                                  | 32                  | 0                  | 0                | 0              | 0              | 32        | 0 |  |        |
| C                         | 67   | Backley             | WV    | Register-Herald               | 28                                  | 28                  | 0                  | 0                | 0              | 0              | 28        | 0 |  |        |
| C                         | 67   | Bluefield           | WV    | Telegraph                     | 19                                  | 19                  | 0                  | 0                | 0              | 0              | 19        | 0 |  |        |
| C                         | 67   | Ashland             | KY    | Independent                   | 18                                  | 18                  | 0                  | 0                | 0              | 0              | 18        | 0 |  |        |
| C                         | 67   | Portsmouth          | OH    | Times                         | 12                                  | 12                  | 0                  | 0                | 0              | 0              | 12        | 0 |  |        |
| C                         | 67   | Williamson          | WV    | Daily News                    | 11                                  | 11                  | 0                  | 0                | 0              | 0              | 11        | 0 |  |        |
| C                         | 67   | Pikeville           | KY    | Appalachian News-Express      | 11                                  | 11                  | 0                  | 0                | 0              | 0              | 11        | 0 |  |        |
| C                         | 67   | Gallipolis-Pomeroy  | OH    | Sunday Times-Sentinel         | 9                                   | 9                   | 0                  | 0                | 0              | 0              | 9         | 0 |  |        |
| C                         | 67   | Prestonburg         | KY    | Floyd County Times            | 8                                   | 8                   | 0                  | 0                | 0              | 0              | 8         | 0 |  |        |
| C                         | 67   | Intanton            | OH    | Tribune                       | 7                                   | 7                   | 0                  | 0                | 0              | 0              | 7         | 0 |  |        |
| C                         | 67   | Saylorsville        | KY    | Independent                   | 5                                   | 5                   | 0                  | 0                | 0              | 0              | 5         | 0 |  |        |
| C                         | 67   | Point Pleasant      | WV    | Register                      | 4                                   | 4                   | 0                  | 0                | 0              | 0              | 4         | 0 |  |        |
| C                         | 67   | Lewisburg           | WV    | Wv Daily News                 | 4                                   | 4                   | 0                  | 0                | 0              | 0              | 4         | 0 |  |        |

| PROGRAM DATE:             |      | 3/14/2010         |       | CLIENT:                                    |            | Heinz Classico/New York Texas Toast |                    |                  |                  |                  | SELECTED CIRC: |   | 45,179 |   |
|---------------------------|------|-------------------|-------|--|------------|-------------------------------------|--------------------|------------------|------------------|------------------|----------------|---|--------|---|
| PLACE VERSION LETTER HERE | FORM | MARKET NAME       | STATE | NEWSPAPER NAME                             | CIRC (000) | SELECTED CIRC (000)                 | VERSION A \$1.00/2 | VERSION B \$5.50 | VERSION C \$5.40 | VERSION D \$5.55 | VERSION E      |   |        |   |
| C                         | 67   | Gilbert           | WV    | Times                                      | 2          | 2                                   | 0                  | 0                | 0                | 0                | 0              | 0 | 0      | 0 |
| Total East Central Region |      |                   |       |  | 7,284      | 7,284                               | 0                  | 0                | 5,137            | 2,147            | 0              |   |        |   |
| <b>SOUTHEAST REGION</b>   |      |                   |       |  |            |                                     |                    |                  |                  |                  |                |   |        |   |
| C                         | 69   | Richmond          | VA    | Times-Dispatch                             | 206        | 206                                 | 0                  | 0                | 206              | 0                | 0              | 0 | 0      | 0 |
| C                         | 69   | Norfolk           | VA    | Virginian-Pilot                            | 204        | 204                                 | 0                  | 0                | 204              | 0                | 0              | 0 | 0      | 0 |
| C                         | 69   | Richmond          | VA    | Inked                                      | 104        | 104                                 | 0                  | 0                | 104              | 0                | 0              | 0 | 0      | 0 |
| C                         | 69   | Newport News      | VA    | Press                                      | 102        | 102                                 | 0                  | 0                | 102              | 0                | 0              | 0 | 0      | 0 |
| C                         | 69   | Williamsburg      | VA    | Virginia Gazette (Va Community Newspapers) | 20         | 20                                  | 0                  | 0                | 20               | 0                | 0              | 0 | 0      | 0 |
| C                         | 69   | Petersburg        | VA    | Progress-Index                             | 15         | 15                                  | 0                  | 0                | 15               | 0                | 0              | 0 | 0      | 0 |
| C                         | 69   | Ahokie            | NC    | News Herald                                | 10         | 10                                  | 0                  | 0                | 10               | 0                | 0              | 0 | 0      | 0 |
| C                         | 69   | Suffolk           | VA    | News Herald                                | 4          | 4                                   | 0                  | 0                | 4                | 0                | 0              | 0 | 0      | 0 |
| C                         | 69   | West Point        | VA    | Tidewater Review                           | 3          | 3                                   | 0                  | 0                | 3                | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Knoxville         | TN    | News-Sentinel                              | 132        | 132                                 | 0                  | 0                | 132              | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Bristol           | VA    | Herald-Courier/Va Tenn.                    | 36         | 36                                  | 0                  | 0                | 36               | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Morrislow         | TN    | Citizen Tribune                            | 24         | 24                                  | 0                  | 0                | 24               | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Maryville         | TN    | Daily Times                                | 20         | 20                                  | 0                  | 0                | 20               | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Lafollette        | TN    | Press                                      | 10         | 10                                  | 0                  | 0                | 10               | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Oak Ridge         | TN    | Oak Ridger                                 | 10         | 10                                  | 0                  | 0                | 10               | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Elizabethon       | TN    | Star                                       | 10         | 10                                  | 0                  | 0                | 10               | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Kingsport         | TN    | Roane County News                          | 9          | 9                                   | 0                  | 0                | 9                | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Crossville        | TN    | Chronicle                                  | 9          | 9                                   | 0                  | 0                | 9                | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Middlesboro       | KY    | Daily News                                 | 8          | 8                                   | 0                  | 0                | 8                | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Hartan            | KY    | Daily Enterprise                           | 7          | 7                                   | 0                  | 0                | 7                | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Tazewell          | TN    | Claborn Progress                           | 6          | 6                                   | 0                  | 0                | 6                | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Hazard            | KY    | Herald                                     | 6          | 6                                   | 0                  | 0                | 6                | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Richlands         | VA    | News Press                                 | 6          | 6                                   | 0                  | 0                | 6                | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Washington County | VA    | News                                       | 6          | 6                                   | 0                  | 0                | 6                | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Morgan            | TN    | County News                                | 5          | 5                                   | 0                  | 0                | 5                | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Erwin             | TN    | Record                                     | 5          | 5                                   | 0                  | 0                | 5                | 0                | 0              | 0 | 0      | 0 |
| C                         | 70   | Jonesboro         | TN    | Herald & Tribune                           | 5          | 5                                   | 0                  | 0                | 5                | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Memphis           | TN    | Commercial Appeal                          | 150        | 150                                 | 0                  | 0                | 150              | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Tupelo            | MS    | Ms Mississippi Journal                     | 38         | 38                                  | 0                  | 0                | 38               | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Jackson           | TN    | Sun  | 35         | 35                                  | 0                  | 0                | 35               | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | West Memphis      | AR    | Times                                      | 8          | 8                                   | 0                  | 0                | 8                | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Pontiac           | MS    | Progress                                   | 8          | 8                                   | 0                  | 0                | 8                | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Cahoon            | MS    | Daily Corinthian                           | 7          | 7                                   | 0                  | 0                | 7                | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Memphis           | TN    | Tri-State Defender                         | 6          | 6                                   | 0                  | 0                | 6                | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Fulton            | MS    | Wawamba County Times                       | 5          | 5                                   | 0                  | 0                | 5                | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Houston           | MS    | The Times Post                             | 5          | 5                                   | 0                  | 0                | 5                | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Bolivar           | TN    | Bulletin Times                             | 5          | 5                                   | 0                  | 0                | 5                | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Booneville        | MS    | Banner Independent                         | 5          | 5                                   | 0                  | 0                | 5                | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Bartlett          | TN    | Express                                    | 4          | 4                                   | 0                  | 0                | 4                | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | New Albany        | MS    | Gazette                                    | 4          | 4                                   | 0                  | 0                | 4                | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Somerville        | TN    | Fayette County Review                      | 4          | 4                                   | 0                  | 0                | 4                | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Amory             | MS    | Advertiser                                 | 4          | 4                                   | 0                  | 0                | 4                | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Aberdeen          | MS    | Examiner                                   | 3          | 3                                   | 0                  | 0                | 3                | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Helena            | AR    | Daily World                                | 3          | 3                                   | 0                  | 0                | 3                | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Parsons           | TN    | Decatur County Chronicle                   | 3          | 3                                   | 0                  | 0                | 3                | 0                | 0              | 0 | 0      | 0 |
| C                         | 71   | Calhoun City      | MS    | Monitor Herald                             | 1          | 1                                   | 0                  | 0                | 1                | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Nashville         | TN    | Tennessean                                 | 202        | 202                                 | 0                  | 0                | 202              | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Bowling Green     | KY    | News                                       | 26         | 26                                  | 0                  | 0                | 26               | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Clarksville       | TN    | Leaf Chronicle                             | 23         | 23                                  | 0                  | 0                | 23               | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Murfreesboro      | TN    | Daily News Journal                         | 19         | 19                                  | 0                  | 0                | 19               | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Nashville         | TN    | Sunday Select                              | 18         | 18                                  | 0                  | 0                | 18               | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Hendersonville    | TN    | Star News                                  | 17         | 17                                  | 0                  | 0                | 17               | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Columbia          | TN    | Herald                                     | 13         | 13                                  | 0                  | 0                | 13               | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Cookeville        | TN    | Herald-Citizen                             | 13         | 13                                  | 0                  | 0                | 13               | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Franklin          | TN    | Review Appeal                              | 11         | 11                                  | 0                  | 0                | 11               | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Hopkinsville      | KY    | Kentucky New Era                           | 11         | 11                                  | 0                  | 0                | 11               | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Glasgow           | KY    | Times                                      | 10         | 10                                  | 0                  | 0                | 10               | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Tullahoma         | TN    | News & Guardian                            | 10         | 10                                  | 0                  | 0                | 10               | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Mcminnville       | TN    | Southern Standard                          | 9          | 9                                   | 0                  | 0                | 9                | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Nashville         | TN    | Robertson County Times                     | 9          | 9                                   | 0                  | 0                | 9                | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Dickson           | TN    | Herald                                     | 8          | 8                                   | 0                  | 0                | 8                | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Shelbyville       | TN    | Times Gazette                              | 8          | 8                                   | 0                  | 0                | 8                | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Gallatin          | TN    | News Examiner                              | 8          | 8                                   | 0                  | 0                | 8                | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Lafayette         | TN    | Macon County Times                         | 6          | 6                                   | 0                  | 0                | 6                | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Russellville      | KY    | News-Democrat & Leader                     | 6          | 6                                   | 0                  | 0                | 6                | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Livingston        | TN    | Enterprise                                 | 5          | 5                                   | 0                  | 0                | 5                | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Ashland City      | TN    | Times                                      | 5          | 5                                   | 0                  | 0                | 5                | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Smithville        | TN    | Review                                     | 4          | 4                                   | 0                  | 0                | 4                | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Colina            | TN    | Citizen Statesman                          | 3          | 3                                   | 0                  | 0                | 3                | 0                | 0              | 0 | 0      | 0 |
| C                         | 72   | Jackson County    | TN    | Sentinel                                   | 3          | 3                                   | 0                  | 0                | 3                | 0                | 0              | 0 | 0      | 0 |
| C                         | 73   | Chattanooga       | TN    | Times Free Press                           | 110        | 110                                 | 0                  | 0                | 110              | 0                | 0              | 0 | 0      | 0 |
| C                         | 73   | Chattanooga       | TN    | Community News Weekly                      | 109        | 109                                 | 0                  | 0                | 109              | 0                | 0              | 0 | 0      | 0 |
| C                         | 73   | Cleveland         | TN    | Daily Banner                               | 17         | 17                                  | 0                  | 0                | 17               | 0                | 0              | 0 | 0      | 0 |
| C                         | 73   | Calhoun           | GA    | Times                                      | 10         | 10                                  | 0                  | 0                | 10               | 0                | 0              | 0 | 0      | 0 |
| C                         | 73   | Ellijay           | GA    | Times-Courier                              | 7          | 7                                   | 0                  | 0                | 7                | 0                | 0              | 0 | 0      | 0 |
| C                         | 73   | La Fayette        | GA    | Walker County Messenger                    | 4          | 4                                   | 0                  | 0                | 4                | 0                | 0              | 0 | 0      | 0 |
| C                         | 73   | Catoosa           | GA    | County News                                | 3          | 3                                   | 0                  | 0                | 3                | 0                | 0              | 0 | 0      | 0 |
| C                         | 74   | Birmingham        | AL    | News                                       | 170        | 170                                 | 0                  | 0                | 170              | 0                | 0              | 0 | 0      | 0 |
| C                         | 74   | Birmingham        | AL    | Extra TMC                                  | 83         | 83                                  | 0                  | 0                | 83               | 0                | 0              | 0 | 0      | 0 |
| C                         | 74   | Huntsville        | AL    | Times                                      | 72         | 72                                  | 0                  | 0                | 72               | 0                | 0              | 0 | 0      | 0 |
| C                         | 74   | Decatur           | AL    | Daily                                      | 25         | 25                                  | 0                  | 0                | 25               | 0                | 0              | 0 | 0      | 0 |
| C                         | 74   | Huntsville        | AL    | Redstone Rocket                            | 20         | 20                                  | 0                  | 0                | 20               | 0                | 0              | 0 | 0      | 0 |
| C                         | 74   | Cullman           | AL    | Times                                      | 13         | 13                                  | 0                  | 0                | 13               | 0                | 0              | 0 | 0      | 0 |
| C                         | 74   | Jasper            | AL    | Daily Mountain Eagle                       | 12         | 12                                  | 0                  | 0                | 12               | 0                | 0              | 0 | 0      | 0 |
| C                         | 74   | Fayetteville      | TN    | Elk Valley Times                           | 9          | 9                                   | 0                  | 0                | 9                | 0                | 0              | 0 | 0      | 0 |
| C                         | 74   | Albany            | AL    | News Courier                               | 9          | 9                                   | 0                  | 0                | 9                | 0                | 0              | 0 | 0      | 0 |
| C                         | 77   | Charlotte         | NC    | Observer                                   | 236        | 236                                 | 0                  | 0                | 236              | 0                | 0              | 0 | 0      | 0 |
| C                         | 77   | Lancaster         | SC    | News                                       | 13         | 13                                  | 0                  | 0                | 13               | 0                | 0              | 0 | 0      | 0 |
| C                         | 77   | Albemarle         | NC    | Stanly News And Press                      | 11         | 11                                  | 0                  | 0                | 11               | 0                | 0              | 0 | 0      | 0 |
| C                         | 77   | Rockingham        | NC    | Richmond County Daily Journal              | 9          | 9                                   | 0                  | 0                | 9                | 0                | 0              | 0 | 0      | 0 |
| C                         | 77   | Indian Trail      | NC    | Trader                                     | 9          | 9                                   | 0                  | 0                | 9                | 0                | 0              | 0 | 0      | 0 |
| C                         | 77   | Monroe            | NC    | Enquirer-Journal                           | 9          | 9                                   | 0                  | 0                | 9                | 0                | 0              | 0 | 0      | 0 |
| C                         | 77   | Waxhaw            | NC    | Exchange                                   | 9          | 9                                   | 0                  | 0                | 9                | 0                | 0              | 0 | 0      | 0 |
| C                         | 77   | Chester           | SC    | News & Reporter                            | 7          | 7                                   | 0                  | 0                | 7                | 0                | 0              | 0 | 0      | 0 |
| C                         | 77   | Anson             | NC    | Record                                     | 5          | 5                                   | 0                  | 0                | 5                | 0                | 0              | 0 | 0      | 0 |
| C                         | 79   | Raleigh           | NC    | News & Observer                            | 198        | 198                                 | 0                  | 0                | 198              | 0                | 0              | 0 | 0      | 0 |
| C                         | 79   | Durham            | NC    | Herald-Sun                                 | 33         | 33                                  | 0                  | 0                | 33               | 0                | 0              | 0 | 0      | 0 |
| C                         | 79   | Holly Springs     | NC    | Sun  | 8          | 8                                   | 0                  | 0                | 8                | 0                | 0              | 0 | 0      | 0 |
| C                         | 79   | Henderson         | NC    | Daily Dispatch                             | 8          | 8                                   | 0                  | 0                | 8                | 0                | 0              | 0 | 0      | 0 |
| C                         | 79   | Fuquay-Varina     | NC    | Fuquay Independent                         | 4          | 4                                   | 0                  | 0                | 4                | 0                | 0              | 0 | 0      | 0 |
| C                         | 79   | Garner            | NC    | News                                       | 1          | 1                                   | 0                  | 0                | 1                | 0                | 0              | 0 | 0      | 0 |
| C                         | 79   | Apex              | NC    | Herald                                     | 1          | 1                                   | 0                  | 0                | 1                | 0                | 0              | 0 |        |   |

| PROGRAM DATE:               |      | 3/14/2010          |       | CLIENT:                    |            | Heinz Classico/New York Texas Toast |                    |                  |                  | SELECTED CIRC:   |           | 45,179 |  |
|-----------------------------|------|--------------------|-------|----------------------------|------------|-------------------------------------|--------------------|------------------|------------------|------------------|-----------|--------|--|
| PLACE VERSION LETTER HERE   | FORM | MARKET NAME        | STATE | NEWSPAPER NAME             | CIRC (000) | SELECTED CIRC (000)                 | VERSION A \$1.00/2 | VERSION B \$5.50 | VERSION C \$5.40 | VERSION D \$5.55 | VERSION E |        |  |
| C                           | 85   | Myrtle Beach       | SC    | Sun News                   | 55         | 55                                  | 0                  | 0                | 55               | 0                | 0         |        |  |
| C                           | 85   | Hilton Head Island | SC    | Island Packet              | 20         | 20                                  | 0                  | 0                | 20               | 0                | 0         |        |  |
| C                           | 85   | Waccamaw           | SC    | Times                      | 11         | 11                                  | 0                  | 0                | 11               | 0                | 0         |        |  |
| C                           | 85   | Bluffton           | SC    | Today                      | 10         | 10                                  | 0                  | 0                | 10               | 0                | 0         |        |  |
| C                           | 85   | Georgetown         | SC    | Your Nation TMC            | 10         | 10                                  | 0                  | 0                | 10               | 0                | 0         |        |  |
| C                           | 85   | Georgetown         | SC    | Times                      | 9          | 9                                   | 0                  | 0                | 9                | 0                | 0         |        |  |
| C                           | 85   | MT Pleasant        | SC    | Moutrie News               | 8          | 8                                   | 0                  | 0                | 8                | 0                | 0         |        |  |
| C                           | 86   | Greenville         | SC    | News-Piedmont              | 107        | 107                                 | 0                  | 0                | 107              | 0                | 0         |        |  |
| C                           | 86   | Spartanburg        | SC    | Herald-Journal             | 48         | 48                                  | 0                  | 0                | 48               | 0                | 0         |        |  |
| C                           | 86   | Spartanburg        | SC    | Home Journal Weekly        | 41         | 41                                  | 0                  | 0                | 41               | 0                | 0         |        |  |
| C                           | 86   | Anderson           | SC    | Independent-Mail           | 33         | 33                                  | 0                  | 0                | 33               | 0                | 0         |        |  |
| C                           | 86   | Greenwood          | SC    | Index Journal              | 16         | 16                                  | 0                  | 0                | 16               | 0                | 0         |        |  |
| C                           | 86   | Greenville         | SC    | Sunday Select              | 12         | 12                                  | 0                  | 0                | 12               | 0                | 0         |        |  |
| C                           | 86   | Laurens            | SC    | County Advertiser          | 8          | 8                                   | 0                  | 0                | 8                | 0                | 0         |        |  |
| C                           | 86   | Union              | SC    | Daily Times                | 7          | 7                                   | 0                  | 0                | 7                | 0                | 0         |        |  |
| C                           | 86   | Easley             | SC    | Progress                   | 6          | 6                                   | 0                  | 0                | 6                | 0                | 0         |        |  |
| C                           | 86   | Parkers            | SC    | Sentinel                   | 4          | 4                                   | 0                  | 0                | 4                | 0                | 0         |        |  |
| C                           | 86   | Powdersville       | SC    | Post                       | 4          | 4                                   | 0                  | 0                | 4                | 0                | 0         |        |  |
| C                           | 87   | Atlanta            | GA    | Journal-Constitution       | 440        | 440                                 | 0                  | 0                | 440              | 0                | 0         |        |  |
| C                           | 89   | Augusta            | GA    | Chronicle-Herald           | 71         | 71                                  | 0                  | 0                | 71               | 0                | 0         |        |  |
| C                           | 89   | Savannah           | GA    | News                       | 57         | 57                                  | 0                  | 0                | 57               | 0                | 0         |        |  |
| C                           | 89   | Alken              | SC    | Standard                   | 18         | 18                                  | 0                  | 0                | 18               | 0                | 0         |        |  |
| C                           | 89   | Beaufort           | SC    | Gazette                    | 10         | 10                                  | 0                  | 0                | 10               | 0                | 0         |        |  |
| C                           | 89   | Statesboro         | GA    | Herald                     | 10         | 10                                  | 0                  | 0                | 10               | 0                | 0         |        |  |
| C                           | 89   | Hinesville         | GA    | Coastal Courier            | 6          | 6                                   | 0                  | 0                | 6                | 0                | 0         |        |  |
| C                           | 89   | Richmond Hill      | GA    | Bryan County News          | 3          | 3                                   | 0                  | 0                | 3                | 0                | 0         |        |  |
| C                           | 92   | Mobile/Pascagoula  | AL/MS | Register/Mississippi Press | 116        | 116                                 | 0                  | 0                | 116              | 0                | 0         |        |  |
| C                           | 92   | Biloxi-Gulfport    | MS    | Sun Herald                 | 45         | 45                                  | 0                  | 0                | 45               | 0                | 0         |        |  |
| C                           | 92   | Gilbertown         | AL    | Choctaw Sun                | 8          | 8                                   | 0                  | 0                | 8                | 0                | 0         |        |  |
| C                           | 92   | Brewton            | AL    | Standard                   | 3          | 3                                   | 0                  | 0                | 3                | 0                | 0         |        |  |
| C                           | 95   | Jacksonville       | FL    | Times-Union                | 181        | 181                                 | 0                  | 0                | 181              | 0                | 0         |        |  |
| C                           | 95   | Gainesville        | FL    | Sun                        | 47         | 47                                  | 0                  | 0                | 47               | 0                | 0         |        |  |
| C                           | 95   | St. Augustine      | FL    | Record                     | 21         | 21                                  | 0                  | 0                | 21               | 0                | 0         |        |  |
| C                           | 96   | Orlando            | FL    | Sentinel                   | 297        | 297                                 | 0                  | 0                | 297              | 0                | 0         |        |  |
| C                           | 96   | Orlando            | FL    | What's The Deal-Smc        | 100        | 100                                 | 0                  | 0                | 100              | 0                | 0         |        |  |
| C                           | 96   | Orlando            | FL    | El Sentinel                | 100        | 100                                 | 0                  | 0                | 100              | 0                | 0         |        |  |
| C                           | 96   | The Villages       | FL    | Daily Sun                  | 37         | 37                                  | 0                  | 0                | 37               | 0                | 0         |        |  |
| C                           | 96   | Loebsburg          | FL    | Commercial                 | 25         | 25                                  | 0                  | 0                | 25               | 0                | 0         |        |  |
| C                           | 96   | *Orlando (2/7/10)  | FL    | Sunday Select              | 20         | 20                                  | 0                  | 0                | 20               | 0                | 0         |        |  |
| C                           | 96   | Bushnell           | FL    | Sumter County Times        | 5          | 5                                   | 0                  | 0                | 5                | 0                | 0         |        |  |
| C                           | 97   | Daytona Beach      | FL    | News-Journal               | 99         | 99                                  | 0                  | 0                | 99               | 0                | 0         |        |  |
| C                           | 97   | Cocoa-Melbourne    | FL    | Florida Today              | 86         | 86                                  | 0                  | 0                | 86               | 0                | 0         |        |  |
| C                           | 97   | Ocala              | FL    | Star-Banner                | 46         | 46                                  | 0                  | 0                | 46               | 0                | 0         |        |  |
| C                           | 97   | Cocoa Melbourne    | FL    | Sunday Select              | 4          | 4                                   | 0                  | 0                | 4                | 0                | 0         |        |  |
| C                           | 97   | New Smyrna Beach   | FL    | The Observer               | 2          | 2                                   | 0                  | 0                | 2                | 0                | 0         |        |  |
| C                           | 98   | West Palm Beach    | FL    | Post                       | 175        | 175                                 | 0                  | 0                | 175              | 0                | 0         |        |  |
| C                           | 98   | Stuart             | FL    | Treasure Coast Newspapers  | 122        | 122                                 | 0                  | 0                | 122              | 0                | 0         |        |  |
| C                           | 98   | North Palm Beach   | FL    | Jewish Journal Central     | 29         | 29                                  | 0                  | 0                | 29               | 0                | 0         |        |  |
| C                           | 98   | North Palm Beach   | FL    | Jewish Journal North       | 20         | 20                                  | 0                  | 0                | 20               | 0                | 0         |        |  |
| C                           | 98   | Wellington         | FL    | Forum                      | 17         | 17                                  | 0                  | 0                | 17               | 0                | 0         |        |  |
| C                           | 98   | Boca Raton         | FL    | Forum                      | 17         | 17                                  | 0                  | 0                | 17               | 0                | 0         |        |  |
| C                           | 98   | West Boca Raton    | FL    | Forum                      | 17         | 17                                  | 0                  | 0                | 17               | 0                | 0         |        |  |
| C                           | 98   | Palm Beach         | FL    | The Royal Palm Beach Forum | 15         | 15                                  | 0                  | 0                | 15               | 0                | 0         |        |  |
| C                           | 98   | Lake Worth         | FL    | Forum                      | 14         | 14                                  | 0                  | 0                | 14               | 0                | 0         |        |  |
| C                           | 98   | Okeechobee         | FL    | News                       | 11         | 11                                  | 0                  | 0                | 11               | 0                | 0         |        |  |
| C                           | 99   | St. Petersburg     | FL    | Times                      | 329        | 329                                 | 0                  | 0                | 329              | 0                | 0         |        |  |
| C                           | 99   | Tampa              | FL    | Tribune                    | 292        | 292                                 | 0                  | 0                | 292              | 0                | 0         |        |  |
| C                           | 99   | Lakeland           | FL    | Ledger                     | 56         | 56                                  | 0                  | 0                | 56               | 0                | 0         |        |  |
| C                           | 99   | Tampa              | FL    | Centro Mi Diario           | 42         | 42                                  | 0                  | 0                | 42               | 0                | 0         |        |  |
| C                           | 99   | Tampa              | FL    | Sun Belt Newspapers        | 40         | 40                                  | 0                  | 0                | 40               | 0                | 0         |        |  |
| C                           | 99   | Crystal River      | FL    | Citrus County Chronicle    | 30         | 30                                  | 0                  | 0                | 30               | 0                | 0         |        |  |
| C                           | 99   | Winter Haven       | FL    | News Chief                 | 11         | 11                                  | 0                  | 0                | 11               | 0                | 0         |        |  |
| C                           | 99   | Sebring/Avon Park  | FL    | News-Sun                   | 9          | 9                                   | 0                  | 0                | 9                | 0                | 0         |        |  |
| C                           | 99   | Brooksville        | FL    | Hernando Today             | 5          | 5                                   | 0                  | 0                | 5                | 0                | 0         |        |  |
| C                           | 99   | Sebring            | FL    | Highlands Today            | 5          | 5                                   | 0                  | 0                | 5                | 0                | 0         |        |  |
| C                           | 100  | Sarasota           | FL    | Herald-Tribune             | 108        | 108                                 | 0                  | 0                | 108              | 0                | 0         |        |  |
| C                           | 100  | Bradenton          | FL    | Herald                     | 42         | 42                                  | 0                  | 0                | 42               | 0                | 0         |        |  |
| C                           | 101  | Fort Myers         | FL    | News-Press                 | 104        | 104                                 | 0                  | 0                | 104              | 0                | 0         |        |  |
| C                           | 101  | Naples             | FL    | News                       | 59         | 59                                  | 0                  | 0                | 59               | 0                | 0         |        |  |
| C                           | 102  | Fort Lauderdale    | FL    | Sun-Sentinel               | 303        | 303                                 | 0                  | 0                | 303              | 0                | 0         |        |  |
| C                           | 103  | Miami              | FL    | Herald                     | 247        | 247                                 | 0                  | 0                | 247              | 0                | 0         |        |  |
| C                           | 103  | Miami              | FL    | El Nuevo Herald            | 85         | 85                                  | 0                  | 0                | 85               | 0                | 0         |        |  |
| Total Southeast Region      |      |                    |       |                            | 8,060      | 8,060                               | 0                  | 0                | 8,060            | 0                | 0         |        |  |
| <b>METRO CHICAGO REGION</b> |      |                    |       |                            |            |                                     |                    |                  |                  |                  |           |        |  |
| C                           | 104  | Chicago            | IL    | Tribune                    | 860        | 860                                 | 0                  | 0                | 860              | 0                | 0         |        |  |
| C                           | 104  | Adrian Heights     | IL    | Daily Herald               | 122        | 122                                 | 0                  | 0                | 122              | 0                | 0         |        |  |
| C                           | 104  | Orland Park        | IL    | Daily Southtown            | 59         | 59                                  | 0                  | 0                | 59               | 0                | 0         |        |  |
| C                           | 104  | Joliet             | IL    | Herald-News                | 46         | 46                                  | 0                  | 0                | 46               | 0                | 0         |        |  |
| C                           | 104  | Crystal Lake       | IL    | Northwest Herald           | 36         | 36                                  | 0                  | 0                | 36               | 0                | 0         |        |  |
| C                           | 104  | Aurora             | IL    | Beacon-News                | 28         | 28                                  | 0                  | 0                | 28               | 0                | 0         |        |  |
| C                           | 104  | Waukegan           | IL    | News-Sun                   | 21         | 21                                  | 0                  | 0                | 21               | 0                | 0         |        |  |
| C                           | 104  | Wheaton            | IL    | Sun                        | 21         | 21                                  | 0                  | 0                | 21               | 0                | 0         |        |  |
| C                           | 104  | Bolingbrook        | IL    | Sun                        | 19         | 19                                  | 0                  | 0                | 19               | 0                | 0         |        |  |
| C                           | 104  | Ottawa             | IL    | The Times                  | 17         | 17                                  | 0                  | 0                | 17               | 0                | 0         |        |  |
| C                           | 104  | Naperville         | IL    | Sun                        | 17         | 17                                  | 0                  | 0                | 17               | 0                | 0         |        |  |
| C                           | 104  | Elgin              | IL    | Courier-News               | 13         | 13                                  | 0                  | 0                | 13               | 0                | 0         |        |  |
| C                           | 104  | Geneva             | IL    | Kane County Chronicle      | 11         | 11                                  | 0                  | 0                | 11               | 0                | 0         |        |  |
| C                           | 104  | Lincoln Way        | IL    | Sun                        | 11         | 11                                  | 0                  | 0                | 11               | 0                | 0         |        |  |
| C                           | 104  | Rochelle           | IL    | Leader                     | 6          | 6                                   | 0                  | 0                | 6                | 0                | 0         |        |  |
| C                           | 105  | Chicago            | IL    | Sun-Times                  | 339        | 339                                 | 0                  | 0                | 339              | 0                | 0         |        |  |
| Total Metro Chicago Region  |      |                    |       |                            | 1,626      | 1,626                               | 0                  | 0                | 1,626            | 0                | 0         |        |  |
| <b>WEST CENTRAL REGION</b>  |      |                    |       |                            |            |                                     |                    |                  |                  |                  |           |        |  |
| C                           | 108  | Milwaukee          | WI    | Journal                    | 371        | 371                                 | 0                  | 0                | 371              | 0                | 0         |        |  |
| C                           | 108  | Racine             | WI    | Journal Times              | 31         | 31                                  | 0                  | 0                | 31               | 0                | 0         |        |  |
| C                           | 108  | Kenosha            | WI    | News                       | 29         | 29                                  | 0                  | 0                | 29               | 0                | 0         |        |  |
| C                           | 108  | Janesville         | WI    | Gazette                    | 25         | 25                                  | 0                  | 0                | 25               | 0                | 0         |        |  |
| C                           | 108  | West Bend          | WI    | Express News               | 25         | 25                                  | 0                  | 0                | 25               | 0                | 0         |        |  |
| C                           | 108  | West Allis         | WI    | Express News               | 23         | 23                                  | 0                  | 0                | 23               | 0                | 0         |        |  |
| C                           | 108  | Beloit             | WI    | Daily News                 | 16         | 16                                  | 0                  | 0                | 16               | 0                | 0         |        |  |
| C                           | 108  | Beaver Dam         | WI    | Daily Citizen              | 13         | 13                                  | 0                  | 0                | 13               | 0                | 0         |        |  |
| C                           | 108  | Hartford/Slinger   | WI    | Express News               | 13         | 13                                  | 0                  | 0                | 13               | 0                | 0         |        |  |
| C                           | 108  | Waukesha           | WI    | Freeman                    | 13         | 13                                  | 0                  | 0                | 13               | 0                | 0         |        |  |
| C                           | 108  | West Bend          | WI    | Daily News                 | 10         | 10                                  | 0                  | 0                | 10               | 0                | 0         |        |  |
| C                           | 108  | Ozaukee County     | WI    | Cedarburg News Graphic     | 8          | 8                                   | 0                  | 0                | 8                | 0                | 0         |        |  |
| C                           | 109  | Madison            | WI    | State Journal              | 142        | 142                                 | 0                  | 0                | 142              | 0                | 0         |        |  |
| C                           | 109  | Monroe             | WI    | Times                      | 5          | 5                                   | 0                  | 0                | 5                | 0                | 0         |        |  |
| C                           | 109  | Baraboo            | WI    | News Republic              | 5          | 5                                   | 0                  | 0                | 5                | 0                | 0         |        |  |
| C                           | 109  | Portage            | WI    | Daily Register             | 5          | 5                                   | 0                  | 0                | 5                | 0                | 0         |        |  |
| C                           | 110  | Green Bay          | WI    | Press Gazette              | 75         | 75                                  | 0                  | 0                | 75               | 0                | 0         |        |  |
| C                           | 110  | Appleton           | WI    | Post-Crescent              | 60         | 60                                  | 0                  | 0                | 60               | 0                | 0         |        |  |
| C                           | 110  | Oshkosh            | WI    | Northwestern               | 23         | 23                                  | 0                  | 0                | 23               | 0                | 0         |        |  |
| C                           | 110  | Shelbygan          | WI    | Press                      | 23         | 23                                  | 0                  | 0                | 23               | 0                | 0         |        |  |
| C                           | 110  | Fond Du Lac        | WI    | Reporter                   | 17         | 17                                  | 0                  | 0                | 17               | 0                | 0         |        |  |
| C                           | 110  | Manitowoc          | WI    | Herald Times Reporter      | 16         | 16                                  | 0                  | 0                | 16               | 0                | 0         |        |  |
| C                           | 110  | Marinette          | WI    | Eagle Herald               | 12         | 12                                  | 0                  | 0                | 12               | 0                | 0         |        |  |
| C                           | 110  | Shawano            | WI    | Leader                     | 8          | 8                                   | 0                  | 0                | 8                | 0                | 0         |        |  |
| C                           | 110  | Forest             | WI    | Republican                 | 4          | 4                                   | 0                  | 0                | 4                | 0                | 0         |        |  |
| C                           | 113  | Minneapolis        | MN    | Star-Tribune               | 566        | 566                                 | 0                  | 0                | 566              | 0                | 0         |        |  |
| C                           | 113  | Minneapolis        | MN    | TMC                        | 75         | 75                                  | 0                  | 0                | 75               | 0                | 0         |        |  |
| C                           | 113  | Mankato            | MN    | Free Press                 | 23         | 23                                  | 0                  | 0                | 23               | 0                | 0         |        |  |
| C                           | 113  | Willmar            | MN    | West Central Tribune       | 15         | 15                                  | 0                  | 0                | 15               | 0                | 0         |        |  |
| C                           | 113  | Osseno-Maple Grove | MN    | Press                      | 13         | 13                                  | 0                  | 0                | 13               | 0                | 0         |        |  |
| C                           | 113  | North Crow         | MN    | River News                 | 11         | 11                                  | 0                  | 0                | 11               | 0                | 0         |        |  |
| C                           | 113  | Owatonna           | MN    | People'S Press             | 7          | 7                                   | 0                  | 0                | 7                | 0                | 0         |        |  |
| C                           | 113  | Albert Lea         | MN    | Tribune                    | 7          | 7                                   | 0                  | 0                | 7                | 0                | 0         |        |  |
| C                           | 113  | Champlin-Dayton    | MN    | Press                      | 6          | 6                                   | 0                  | 0                | 6                | 0                | 0         |        |  |
| C                           | 113  | Faribault          | MN    | Daily News                 | 6          | 6                                   | 0                  | 0                | 6                | 0                | 0         |        |  |
| C                           | 113  | Northfield         | MN    | News                       | 4          | 4                                   | 0                  | 0                | 4                | 0                | 0         |        |  |

| PROGRAM DATE:                    |      | 3/14/2010               |       | CLIENT:                            |              | Heinz Classico/New York Texas Toast |                    |                  |                  | SELECTED CIRC:   |           | 45,179 |  |
|----------------------------------|------|-------------------------|-------|------------------------------------|--------------|-------------------------------------|--------------------|------------------|------------------|------------------|-----------|--------|--|
| PLACE VERSION LETTER HERE        | FORM | MARKET NAME             | STATE | NEWSPAPER NAME                     | CIRC (000)   | SELECTED CIRC (000)                 | VERSION A \$1.00/2 | VERSION B \$5.50 | VERSION C \$5.40 | VERSION D \$5.55 | VERSION E |        |  |
| C                                | 113  | Montevideo              | MN    | American                           | 4            | 4                                   | 0                  | 0                | 4                | 0                | 0         |        |  |
| C                                | 113  | Redwood Falls           | MN    | Gazette                            | 4            | 4                                   | 0                  | 0                | 4                | 0                | 0         |        |  |
| C                                | 113  | Spooner                 | WI    | Advocate                           | 4            | 4                                   | 0                  | 0                | 4                | 0                | 0         |        |  |
| C                                | 113  | Sleepy Eye              | MN    | Herald                             | 3            | 3                                   | 0                  | 0                | 3                | 0                | 0         |        |  |
| C                                | 113  | Granite Falls           | MN    | Advocate                           | 2            | 2                                   | 0                  | 0                | 2                | 0                | 0         |        |  |
| C                                | 114  | St. Paul                | MN    | Pioneer Press                      | 256          | 256                                 | 0                  | 0                | 256              | 0                | 0         |        |  |
| C                                | 115  | Des Moines              | IA    | Register                           | 219          | 219                                 | 0                  | 0                | 219              | 0                | 0         |        |  |
| C                                | 115  | Ankeny                  | IA    | Press Citizen                      | 22           | 22                                  | 0                  | 0                | 22               | 0                | 0         |        |  |
| C                                | 115  | Ames                    | IA    | Tribune                            | 16           | 16                                  | 0                  | 0                | 16               | 0                | 0         |        |  |
| C                                | 115  | Marshalltown            | IA    | Times-Republican                   | 11           | 11                                  | 0                  | 0                | 11               | 0                | 0         |        |  |
| C                                | 115  | Des Moines              | IA    | Sunday Select                      | 11           | 11                                  | 0                  | 0                | 11               | 0                | 0         |        |  |
| C                                | 123  | Omaha                   | NE    | World-Herald                       | 203          | 203                                 | 0                  | 0                | 203              | 0                | 0         |        |  |
| C                                | 123  | Lincoln                 | NE    | Journal & Star                     | 75           | 75                                  | 0                  | 0                | 75               | 0                | 0         |        |  |
| C                                | 123  | Grand Island            | NE    | Independent                        | 23           | 23                                  | 0                  | 0                | 23               | 0                | 0         |        |  |
| C                                | 123  | Council Bluffs          | IA    | Daily Nonpareil                    | 18           | 18                                  | 0                  | 0                | 18               | 0                | 0         |        |  |
| C                                | 123  | Hastings                | NE    | Tribune                            | 13           | 13                                  | 0                  | 0                | 13               | 0                | 0         |        |  |
| C                                | 123  | North Platte            | NE    | Telegraph                          | 13           | 13                                  | 0                  | 0                | 13               | 0                | 0         |        |  |
| C                                | 123  | Columbus                | NE    | Telegram                           | 10           | 10                                  | 0                  | 0                | 10               | 0                | 0         |        |  |
| C                                | 123  | Fremont                 | NE    | Tribune                            | 9            | 9                                   | 0                  | 0                | 9                | 0                | 0         |        |  |
| C                                | 123  | Beatrice                | NE    | Daily Sun                          | 7            | 7                                   | 0                  | 0                | 7                | 0                | 0         |        |  |
| C                                | 123  | York                    | NE    | News-Times                         | 5            | 5                                   | 0                  | 0                | 5                | 0                | 0         |        |  |
| C                                | 123  | Broken Bow              | NE    | Custer County Chief                | 3            | 3                                   | 0                  | 0                | 3                | 0                | 0         |        |  |
| B                                | 124  | Denver                  | CO    | Post                               | 583          | 583                                 | 0                  | 583              | 0                | 0                | 0         |        |  |
| C                                | 126  | Kansas City             | MO    | Star                               | 345          | 345                                 | 0                  | 0                | 345              | 0                | 0         |        |  |
| C                                | 128  | St. Louis               | MO    | Suburban Journals                  | 400          | 400                                 | 0                  | 0                | 400              | 0                | 0         |        |  |
| C                                | 128  | St. Louis               | MO    | Post-Dispatch                      | 360          | 360                                 | 0                  | 0                | 360              | 0                | 0         |        |  |
| C                                | 128  | Belleville              | IL    | News Democrat                      | 59           | 59                                  | 0                  | 0                | 59               | 0                | 0         |        |  |
| C                                | 128  | Carbondale              | IL    | Southern Illinoisan                | 37           | 37                                  | 0                  | 0                | 37               | 0                | 0         |        |  |
| C                                | 128  | Alton                   | IL    | Telegraph                          | 23           | 23                                  | 0                  | 0                | 23               | 0                | 0         |        |  |
| C                                | 128  | Park Hills              | MO    | Daily Journal                      | 9            | 9                                   | 0                  | 0                | 9                | 0                | 0         |        |  |
| C                                | 128  | Edwardsville            | IL    | Intelligencer                      | 5            | 5                                   | 0                  | 0                | 5                | 0                | 0         |        |  |
| C                                | 128  | Fredericktown           | MO    | Democrat News                      | 3            | 3                                   | 0                  | 0                | 3                | 0                | 0         |        |  |
| C                                | 128  | Flora                   | IL    | Daily (Clay County) Advocate Press | 3            | 3                                   | 0                  | 0                | 3                | 0                | 0         |        |  |
| C                                | 131  | Wichita                 | KS    | Eagle                              | 119          | 119                                 | 0                  | 0                | 119              | 0                | 0         |        |  |
| C                                | 131  | Hutchinson              | KS    | News                               | 32           | 32                                  | 0                  | 0                | 32               | 0                | 0         |        |  |
| C                                | 131  | Salina                  | KS    | Journal                            | 29           | 29                                  | 0                  | 0                | 29               | 0                | 0         |        |  |
| C                                | 131  | Hays                    | KS    | Daily News                         | 14           | 14                                  | 0                  | 0                | 14               | 0                | 0         |        |  |
| C                                | 131  | Garden City             | KS    | Telegraph                          | 10           | 10                                  | 0                  | 0                | 10               | 0                | 0         |        |  |
| C                                | 131  | Dodge City              | KS    | Globe                              | 7            | 7                                   | 0                  | 0                | 7                | 0                | 0         |        |  |
| C                                | 131  | Great Bend              | KS    | Tribune                            | 7            | 7                                   | 0                  | 0                | 7                | 0                | 0         |        |  |
| C                                | 131  | Arkansas City           | KS    | City Traveler                      | 5            | 5                                   | 0                  | 0                | 5                | 0                | 0         |        |  |
| C                                | 131  | Mcpherson               | KS    | Sentinel                           | 4            | 4                                   | 0                  | 0                | 4                | 0                | 0         |        |  |
| C                                | 131  | Pratt                   | KS    | Tribune                            | 3            | 3                                   | 0                  | 0                | 3                | 0                | 0         |        |  |
| C                                | 131  | Wellington              | KS    | Daily News                         | 3            | 3                                   | 0                  | 0                | 3                | 0                | 0         |        |  |
| <b>Total West Central Region</b> |      |                         |       |                                    | <b>4,696</b> | <b>4,696</b>                        | <b>0</b>           | <b>583</b>       | <b>4,113</b>     | <b>0</b>         | <b>0</b>  |        |  |
| <b>SOUTHWEST REGION</b>          |      |                         |       |                                    |              |                                     |                    |                  |                  |                  |           |        |  |
| C                                | 133  | Jackson                 | MS    | Clarion Ledger                     | 86           | 86                                  | 0                  | 0                | 86               | 0                | 0         |        |  |
| C                                | 133  | Hattiesburg             | MS    | American                           | 22           | 22                                  | 0                  | 0                | 22               | 0                | 0         |        |  |
| C                                | 133  | Meridian                | MS    | Star                               | 16           | 16                                  | 0                  | 0                | 16               | 0                | 0         |        |  |
| C                                | 133  | Columbus                | MS    | Commercial Dispatch                | 15           | 15                                  | 0                  | 0                | 15               | 0                | 0         |        |  |
| C                                | 133  | Vicksburg               | MS    | Post                               | 15           | 15                                  | 0                  | 0                | 15               | 0                | 0         |        |  |
| C                                | 133  | Mccomb                  | MS    | Enterprise Journal                 | 12           | 12                                  | 0                  | 0                | 12               | 0                | 0         |        |  |
| C                                | 133  | Starkville              | MS    | Daily News                         | 8            | 8                                   | 0                  | 0                | 8                | 0                | 0         |        |  |
| C                                | 133  | Brookhaven              | MS    | Daily Leader                       | 7            | 7                                   | 0                  | 0                | 7                | 0                | 0         |        |  |
| C                                | 133  | Grenada                 | MS    | Daily Star                         | 6            | 6                                   | 0                  | 0                | 6                | 0                | 0         |        |  |
| C                                | 133  | West Point              | MS    | Daily Times Leader                 | 3            | 3                                   | 0                  | 0                | 3                | 0                | 0         |        |  |
| C                                | 134  | New Orleans             | LA    | Times-Picayune                     | 180          | 180                                 | 0                  | 0                | 180              | 0                | 0         |        |  |
| C                                | 135  | Baton Rouge             | LA    | Advocate                           | 125          | 125                                 | 0                  | 0                | 125              | 0                | 0         |        |  |
| C                                | 135  | Houma                   | LA    | Courier                            | 20           | 20                                  | 0                  | 0                | 20               | 0                | 0         |        |  |
| C                                | 135  | Thibodaux               | LA    | Comet                              | 11           | 11                                  | 0                  | 0                | 11               | 0                | 0         |        |  |
| C                                | 135  | Franklin                | LA    | Banner Tribune                     | 4            | 4                                   | 0                  | 0                | 4                | 0                | 0         |        |  |
| C                                | 135  | Pierre Part             | LA    | Cajun Gazette                      | 2            | 2                                   | 0                  | 0                | 2                | 0                | 0         |        |  |
| C                                | 137  | Dallas                  | TX    | Morning News                       | 415          | 415                                 | 0                  | 0                | 415              | 0                | 0         |        |  |
| C                                | 137  | Fort Worth              | TX    | Star-Telegram                      | 262          | 262                                 | 0                  | 0                | 262              | 0                | 0         |        |  |
| C                                | 137  | Dallas                  | TX    | Briefing                           | 200          | 200                                 | 0                  | 0                | 200              | 0                | 0         |        |  |
| C                                | 137  | Fort Worth              | TX    | TMC                                | 100          | 100                                 | 0                  | 0                | 100              | 0                | 0         |        |  |
| C                                | 137  | Dallas                  | TX    | AI Dia                             | 100          | 100                                 | 0                  | 0                | 100              | 0                | 0         |        |  |
| C                                | 137  | Plano                   | TX    | Insider                            | 55           | 55                                  | 0                  | 0                | 55               | 0                | 0         |        |  |
| C                                | 137  | Desoto                  | TX    | Focus Daily                        | 45           | 45                                  | 0                  | 0                | 45               | 0                | 0         |        |  |
| C                                | 137  | Lewisville/Flower Mound | TX    | Leader                             | 31           | 31                                  | 0                  | 0                | 31               | 0                | 0         |        |  |
| C                                | 137  | McKinney                | TX    | Courier Gazette                    | 26           | 26                                  | 0                  | 0                | 26               | 0                | 0         |        |  |
| C                                | 137  | Denison/Sherman         | TX    | Herald Democrat                    | 24           | 24                                  | 0                  | 0                | 24               | 0                | 0         |        |  |
| C                                | 137  | Mesquite                | TX    | News                               | 24           | 24                                  | 0                  | 0                | 24               | 0                | 0         |        |  |
| C                                | 137  | Denon                   | TX    | Record Chronicle                   | 18           | 18                                  | 0                  | 0                | 18               | 0                | 0         |        |  |
| C                                | 137  | Allen                   | TX    | American                           | 18           | 18                                  | 0                  | 0                | 18               | 0                | 0         |        |  |
| C                                | 137  | Frisco                  | TX    | Enterprise                         | 15           | 15                                  | 0                  | 0                | 15               | 0                | 0         |        |  |
| C                                | 137  | Plano                   | TX    | Star Courier                       | 12           | 12                                  | 0                  | 0                | 12               | 0                | 0         |        |  |
| C                                | 137  | Durant                  | OK    | Daily Democrat                     | 7            | 7                                   | 0                  | 0                | 7                | 0                | 0         |        |  |
| C                                | 137  | Colony                  | TX    | Courier Leader                     | 7            | 7                                   | 0                  | 0                | 7                | 0                | 0         |        |  |
| C                                | 137  | Coppell                 | TX    | Gazette                            | 7            | 7                                   | 0                  | 0                | 7                | 0                | 0         |        |  |
| C                                | 137  | Rowlett                 | TX    | Lakeshore Times                    | 4            | 4                                   | 0                  | 0                | 4                | 0                | 0         |        |  |
| C                                | 137  | Carrollton              | TX    | Courier Leader                     | 3            | 3                                   | 0                  | 0                | 3                | 0                | 0         |        |  |
| C                                | 139  | Austin                  | TX    | American Statesman                 | 187          | 187                                 | 0                  | 0                | 187              | 0                | 0         |        |  |
| C                                | 141  | Houston                 | TX    | Chronicle                          | 520          | 520                                 | 0                  | 0                | 520              | 0                | 0         |        |  |
| C                                | 141  | Houston                 | TX    | Chronicle Smc                      | 266          | 266                                 | 0                  | 0                | 266              | 0                | 0         |        |  |
| C                                | 141  | Houston                 | TX    | La Voz                             | 90           | 90                                  | 0                  | 0                | 90               | 0                | 0         |        |  |
| C                                | 141  | Houston                 | TX    | Rumbo                              | 35           | 35                                  | 0                  | 0                | 35               | 0                | 0         |        |  |
| C                                | 141  | Galveston               | TX    | County News                        | 25           | 25                                  | 0                  | 0                | 25               | 0                | 0         |        |  |
| C                                | 141  | Baytown                 | TX    | Sun                                | 9            | 9                                   | 0                  | 0                | 9                | 0                | 0         |        |  |
| C                                | 141  | Liberty                 | TX    | The Vindicator                     | 3            | 3                                   | 0                  | 0                | 3                | 0                | 0         |        |  |
| C                                | 144  | Mc Allen                | TX    | Valley Town Crier                  | 116          | 116                                 | 0                  | 0                | 116              | 0                | 0         |        |  |
| C                                | 144  | Victoria                | TX    | Big Wednesday                      | 50           | 50                                  | 0                  | 0                | 50               | 0                | 0         |        |  |
| C                                | 144  | McAllen                 | TX    | Monitor                            | 48           | 48                                  | 0                  | 0                | 48               | 0                | 0         |        |  |
| C                                | 144  | Victoria                | TX    | Advocate                           | 36           | 36                                  | 0                  | 0                | 36               | 0                | 0         |        |  |
| C                                | 144  | Edinburgh               | TX    | Review                             | 24           | 24                                  | 0                  | 0                | 24               | 0                | 0         |        |  |
| C                                | 144  | Hartlingen              | TX    | Valley Star                        | 21           | 21                                  | 0                  | 0                | 21               | 0                | 0         |        |  |
| C                                | 144  | Laredo                  | TX    | Times                              | 19           | 19                                  | 0                  | 0                | 19               | 0                | 0         |        |  |
| C                                | 144  | Weslaco                 | TX    | Mid-Valley Town Crier              | 18           | 18                                  | 0                  | 0                | 18               | 0                | 0         |        |  |
| C                                | 144  | Brownsville             | TX    | Herald                             | 18           | 18                                  | 0                  | 0                | 18               | 0                | 0         |        |  |
| C                                | 144  | Zapata                  | TX    | Times                              | 4            | 4                                   | 0                  | 0                | 4                | 0                | 0         |        |  |
| C                                | 146  | San Antonio             | TX    | Express News                       | 288          | 288                                 | 0                  | 0                | 288              | 0                | 0         |        |  |
| C                                | 146  | San Antonio             | TX    | Glance                             | 100          | 100                                 | 0                  | 0                | 100              | 0                | 0         |        |  |
| C                                | 146  | San Antonio             | TX    | Southside Reporter                 | 78           | 78                                  | 0                  | 0                | 78               | 0                | 0         |        |  |
| C                                | 146  | San Antonio             | TX    | Conexion                           | 46           | 46                                  | 0                  | 0                | 46               | 0                | 0         |        |  |
| C                                | 146  | Universal City          | TX    | Metrocom Herald                    | 41           | 41                                  | 0                  | 0                | 41               | 0                | 0         |        |  |
| C                                | 146  | San Antonio             | TX    | North Central News                 | 41           | 41                                  | 0                  | 0                | 41               | 0                | 0         |        |  |
| C                                | 146  | San Antonio             | TX    | Northwest Weekly                   | 37           | 37                                  | 0                  | 0                | 37               | 0                | 0         |        |  |
| C                                | 146  | New Braunfels           | TX    | Herald Zeitung                     | 13           | 13                                  | 0                  | 0                | 13               | 0                | 0         |        |  |
| C                                | 146  | Kerrville               | TX    | Times                              | 11           | 11                                  | 0                  | 0                | 11               | 0                | 0         |        |  |
| C                                | 144  | Savoy                   | TX    | Gazette Enterprises                | 7            | 7                                   | 0                  | 0                | 7                | 0                | 0         |        |  |
| C                                | 150  | Oklahoma City           | OK    | Oklahoman                          | 230          | 230                                 | 0                  | 0                | 230              | 0                | 0         |        |  |
| C                                | 150  | Lawton                  | OK    | Constitution                       | 25           | 25                                  | 0                  | 0                | 25               | 0                | 0         |        |  |
| C                                | 150  | Enid                    | OK    | News & Eagle                       | 18           | 18                                  | 0                  | 0                | 18               | 0                | 0         |        |  |
| C                                | 150  | Norman                  | OK    | Transcript                         | 14           | 14                                  | 0                  | 0                | 14               | 0                | 0         |        |  |
| C                                | 150  | Shawnee                 | OK    | News-Star                          | 10           | 10                                  | 0                  | 0                | 10               | 0                | 0         |        |  |
| C                                | 150  | Stillwater              | OK    | News Press                         | 10           | 10                                  | 0                  | 0                | 10               | 0                | 0         |        |  |
| C                                | 150  | Ada                     | OK    | Evening News                       | 9            | 9                                   | 0                  | 0                | 9                | 0                | 0         |        |  |
| C                                | 150  | Elk City                | OK    | News                               | 7            | 7                                   | 0                  | 0                | 7                | 0                | 0         |        |  |
| C                                | 150  | Chickasha               | OK    | Express Star                       | 5            | 5                                   | 0                  | 0                | 5                | 0                | 0         |        |  |
| C                                | 150  | Edmond                  | OK    | Evening Sun                        | 4            | 4                                   | 0                  | 0                | 4                | 0                | 0         |        |  |
| C                                | 150  | Woodward                | OK    | News                               | 4            | 4                                   | 0                  | 0                | 4                | 0                | 0         |        |  |
| C                                | 150  | Pauls Valley            | OK    | Daily Democrat                     | 3            | 3                                   | 0                  | 0                | 3                | 0                | 0         |        |  |
| C                                | 150  | Antlers                 | OK    | American                           | 3            | 3                                   | 0                  | 0                | 3                | 0                | 0         |        |  |
| C                                | 150  | Guymon                  | OK    | Daily Herald                       | 2            | 2                                   | 0                  | 0                | 2                | 0                | 0         |        |  |
| C                                | 151  | Tulsa                   | OK    | World                              | 159          | 159                                 | 0                  | 0                | 159              | 0                | 0         |        |  |
| C                                | 151  | Muskogee                | OK    | Phoenix & Times-Democrat           | 17           | 17                                  | 0                  | 0                | 17               | 0                | 0         |        |  |
| C                                | 151  | McAlester               | OK    | News Capital & Democrat            | 10           | 10                                  | 0                  | 0                | 10               | 0                | 0         |        |  |
| C                                | 151  | Claremore               | OK    | Daily Progress                     | 7            | 7                                   | 0                  | 0                | 7                | 0                | 0         |        |  |

| PROGRAM DATE:                         |      | 3/14/2010              |       | CLIENT:                      | Heinz Classico/New York Texas Toast |                     |                    |                  | SELECTED CIRC:   |                  |           |  |  | 45,179 |
|---------------------------------------|------|------------------------|-------|------------------------------|-------------------------------------|---------------------|--------------------|------------------|------------------|------------------|-----------|--|--|--------|
| PLACE VERSION LETTER HERE             | FORM | MARKET NAME            | STATE | NEWSPAPER NAME               | CIRC (000)                          | SELECTED CIRC (000) | VERSION A \$1.00/2 | VERSION B \$5.50 | VERSION C \$5.40 | VERSION D \$5.55 | VERSION E |  |  |        |
| C                                     | 151  | Miami                  | OK    | News Record                  | 6                                   | 6                   | 0                  | 0                | 6                | 0                | 0         |  |  |        |
| C                                     | 151  | Poteau                 | OK    | Daily News And Sun           | 5                                   | 5                   | 0                  | 0                | 5                | 0                | 0         |  |  |        |
| C                                     | 151  | Pryor                  | OK    | Daily Times                  | 4                                   | 4                   | 0                  | 0                | 4                | 0                | 0         |  |  |        |
| C                                     | 151  | Grove                  | OK    | Sun Daily                    | 2                                   | 2                   | 0                  | 0                | 2                | 0                | 0         |  |  |        |
| C                                     | 151  | Jay                    | OK    | Delaware County Journal      | 2                                   | 2                   | 0                  | 0                | 2                | 0                | 0         |  |  |        |
| C                                     | 152  | Little Rock            | AR    | Arkansas Democrat Gazette    | 290                                 | 290                 | 0                  | 0                | 290              | 0                | 0         |  |  |        |
| C                                     | 152  | Fort Smith             | AR    | Southwest Times Record       | 44                                  | 44                  | 0                  | 0                | 44               | 0                | 0         |  |  |        |
| C                                     | 152  | Springdale             | AR    | Morning News Of Nv Arkansas  | 40                                  | 40                  | 0                  | 0                | 40               | 0                | 0         |  |  |        |
| C                                     | 152  | North Putaski          | AR    | Leader                       | 22                                  | 22                  | 0                  | 0                | 22               | 0                | 0         |  |  |        |
| C                                     | 152  | Pine Bluff             | AR    | Commercial                   | 19                                  | 19                  | 0                  | 0                | 19               | 0                | 0         |  |  |        |
| C                                     | 152  | Conway                 | AR    | Log Cabin Democrat           | 12                                  | 12                  | 0                  | 0                | 12               | 0                | 0         |  |  |        |
| C                                     | 152  | Mountain Home          | AR    | Baxter Bulletin              | 11                                  | 11                  | 0                  | 0                | 11               | 0                | 0         |  |  |        |
| C                                     | 152  | Bryant                 | AR    | Banner                       | 8                                   | 8                   | 0                  | 0                | 8                | 0                | 0         |  |  |        |
| C                                     | 152  | Benton                 | AR    | Courier                      | 7                                   | 7                   | 0                  | 0                | 7                | 0                | 0         |  |  |        |
| C                                     | 152  | Cleburne/Heber Springs | AR    | The Sun Times                | 6                                   | 6                   | 0                  | 0                | 6                | 0                | 0         |  |  |        |
| C                                     | 152  | Malvern                | AR    | Daily Record                 | 4                                   | 4                   | 0                  | 0                | 4                | 0                | 0         |  |  |        |
| C                                     | 152  | Shuttart               | AR    | Daily Leader                 | 4                                   | 4                   | 0                  | 0                | 4                | 0                | 0         |  |  |        |
| C                                     | 152  | Newport                | AR    | News                         | 2                                   | 2                   | 0                  | 0                | 2                | 0                | 0         |  |  |        |
| <b>Total Southwest Region</b>         |      |                        |       |                              | <b>5,082</b>                        | <b>5,082</b>        | <b>0</b>           | <b>0</b>         | <b>5,082</b>     | <b>0</b>         | <b>0</b>  |  |  |        |
| <b>PACIFIC REGION</b>                 |      |                        |       |                              |                                     |                     |                    |                  |                  |                  |           |  |  |        |
| B                                     | 155  | Seattle                | WA    | Times                        | 374                                 | 374                 | 0                  | 0                | 374              | 0                | 0         |  |  |        |
| B                                     | 155  | Tacoma                 | WA    | News Tribune                 | 108                                 | 108                 | 0                  | 0                | 108              | 0                | 0         |  |  |        |
| B                                     | 155  | Everett                | WA    | Herald                       | 54                                  | 54                  | 0                  | 0                | 54               | 0                | 0         |  |  |        |
| B                                     | 155  | Bellevue               | WA    | King County Journal          | 40                                  | 40                  | 0                  | 0                | 40               | 0                | 0         |  |  |        |
| B                                     | 155  | Federal Way            | WA    | Mirror                       | 30                                  | 30                  | 0                  | 0                | 30               | 0                | 0         |  |  |        |
| B                                     | 155  | Wenatchee              | WA    | World                        | 25                                  | 25                  | 0                  | 0                | 25               | 0                | 0         |  |  |        |
| B                                     | 155  | Mount Vernon           | WA    | Skagit Valley Herald         | 20                                  | 20                  | 0                  | 0                | 20               | 0                | 0         |  |  |        |
| B                                     | 155  | Port Angeles           | WA    | Peninsula Daily News         | 19                                  | 19                  | 0                  | 0                | 19               | 0                | 0         |  |  |        |
| B                                     | 155  | Aberdeen               | WA    | Daily World                  | 14                                  | 14                  | 0                  | 0                | 14               | 0                | 0         |  |  |        |
| B                                     | 155  | Everett                | WA    | Northwest Navigator          | 9                                   | 9                   | 0                  | 0                | 9                | 0                | 0         |  |  |        |
| B                                     | 155  | Whidbey                | WA    | Whidbey News-Times           | 7                                   | 7                   | 0                  | 0                | 7                | 0                | 0         |  |  |        |
| B                                     | 155  | South Whidbey          | WA    | Record                       | 4                                   | 4                   | 0                  | 0                | 4                | 0                | 0         |  |  |        |
| B                                     | 157  | Spokane                | WA    | Spokesman-Review             | 105                                 | 105                 | 0                  | 0                | 105              | 0                | 0         |  |  |        |
| B                                     | 157  | Pasco                  | WA    | Tri-City Herald              | 41                                  | 41                  | 0                  | 0                | 41               | 0                | 0         |  |  |        |
| B                                     | 157  | Yakima                 | WA    | Herald-Republic              | 35                                  | 35                  | 0                  | 0                | 35               | 0                | 0         |  |  |        |
| B                                     | 157  | Coeur D'Alene          | ID    | Press                        | 31                                  | 31                  | 0                  | 0                | 31               | 0                | 0         |  |  |        |
| B                                     | 157  | Walla Walla            | WA    | Union-Bulletin               | 16                                  | 16                  | 0                  | 0                | 16               | 0                | 0         |  |  |        |
| B                                     | 157  | Moses Lake             | WA    | Columbia Basin Herald        | 9                                   | 9                   | 0                  | 0                | 9                | 0                | 0         |  |  |        |
| B                                     | 157  | Moscow-Pullman         | ID    | Daily News                   | 8                                   | 8                   | 0                  | 0                | 8                | 0                | 0         |  |  |        |
| B                                     | 157  | La Grande              | OR    | Observer                     | 7                                   | 7                   | 0                  | 0                | 7                | 0                | 0         |  |  |        |
| B                                     | 157  | Colville               | WA    | Statesman Examiner           | 6                                   | 6                   | 0                  | 0                | 6                | 0                | 0         |  |  |        |
| B                                     | 157  | Hermiston              | OR    | Herald                       | 4                                   | 4                   | 0                  | 0                | 4                | 0                | 0         |  |  |        |
| B                                     | 157  | Sandpoint              | ID    | Bonner County Daily Bee      | 4                                   | 4                   | 0                  | 0                | 4                | 0                | 0         |  |  |        |
| B                                     | 157  | Kellogg                | ID    | Shoshone News Press          | 3                                   | 3                   | 0                  | 0                | 3                | 0                | 0         |  |  |        |
| B                                     | 158  | Portland               | OR    | Oregonian                    | 327                                 | 327                 | 0                  | 0                | 327              | 0                | 0         |  |  |        |
| B                                     | 158  | Portland               | OR    | This Week                    | 174                                 | 174                 | 0                  | 0                | 174              | 0                | 0         |  |  |        |
| B                                     | 158  | Newport                | OR    | News-Times                   | 10                                  | 10                  | 0                  | 0                | 10               | 0                | 0         |  |  |        |
| B                                     | 158  | The Dalles             | OR    | Chronicle                    | 6                                   | 6                   | 0                  | 0                | 6                | 0                | 0         |  |  |        |
| B                                     | 158  | Lebanon                | OR    | Express                      | 4                                   | 4                   | 0                  | 0                | 4                | 0                | 0         |  |  |        |
| B                                     | 161  | Salt Lake City         | UT    | Tribune-Deseret News         | 214                                 | 214                 | 0                  | 0                | 214              | 0                | 0         |  |  |        |
| B                                     | 161  | Ogden                  | UT    | Standard-Examiner            | 68                                  | 68                  | 0                  | 0                | 68               | 0                | 0         |  |  |        |
| B                                     | 161  | Provo                  | UT    | Herald                       | 41                                  | 41                  | 0                  | 0                | 41               | 0                | 0         |  |  |        |
| B                                     | 161  | St. George             | UT    | Spectrum                     | 24                                  | 24                  | 0                  | 0                | 24               | 0                | 0         |  |  |        |
| B                                     | 161  | Logan                  | UT    | Herald Journal               | 19                                  | 19                  | 0                  | 0                | 19               | 0                | 0         |  |  |        |
| B                                     | 161  | Salt Lake City         | UT    | Sunday Select                | 10                                  | 10                  | 0                  | 0                | 10               | 0                | 0         |  |  |        |
| B                                     | 161  | Tooele                 | UT    | Transcript                   | 9                                   | 9                   | 0                  | 0                | 9                | 0                | 0         |  |  |        |
| B                                     | 162  | Las Vegas              | NV    | Review Journal & Sun         | 200                                 | 200                 | 0                  | 0                | 200              | 0                | 0         |  |  |        |
| B                                     | 162  | Reno                   | NV    | Gazette Journal              | 62                                  | 62                  | 0                  | 0                | 62               | 0                | 0         |  |  |        |
| B                                     | 163  | San Francisco          | CA    | Chronicle                    | 300                                 | 300                 | 0                  | 0                | 300              | 0                | 0         |  |  |        |
| B                                     | 163  | San Francisco          | CA    | Examiner                     | 254                                 | 254                 | 0                  | 0                | 254              | 0                | 0         |  |  |        |
| B                                     | 165  | Walnut Creek           | CA    | Contra Costa Times           | 180                                 | 180                 | 0                  | 0                | 180              | 0                | 0         |  |  |        |
| B                                     | 165  | Fairfield              | CA    | Republic                     | 21                                  | 21                  | 0                  | 0                | 21               | 0                | 0         |  |  |        |
| B                                     | 165  | Vallejo                | CA    | Times Herald                 | 17                                  | 17                  | 0                  | 0                | 17               | 0                | 0         |  |  |        |
| B                                     | 165  | Vacaville              | CA    | Reporter                     | 17                                  | 17                  | 0                  | 0                | 17               | 0                | 0         |  |  |        |
| B                                     | 165  | Davis                  | CA    | Enterprise                   | 10                                  | 10                  | 0                  | 0                | 10               | 0                | 0         |  |  |        |
| B                                     | 168  | San Jose               | CA    | Mercury News                 | 232                                 | 232                 | 0                  | 0                | 232              | 0                | 0         |  |  |        |
| B                                     | 168  | Monterey               | CA    | Herald                       | 32                                  | 32                  | 0                  | 0                | 32               | 0                | 0         |  |  |        |
| B                                     | 168  | Santa Cruz             | CA    | Sentinel                     | 22                                  | 22                  | 0                  | 0                | 22               | 0                | 0         |  |  |        |
| B                                     | 168  | Salinas                | CA    | El Sol                       | 22                                  | 22                  | 0                  | 0                | 22               | 0                | 0         |  |  |        |
| B                                     | 168  | Milpitas               | CA    | Post                         | 20                                  | 20                  | 0                  | 0                | 20               | 0                | 0         |  |  |        |
| B                                     | 168  | Salinas                | CA    | Californian                  | 17                                  | 17                  | 0                  | 0                | 17               | 0                | 0         |  |  |        |
| B                                     | 168  | Los Gatos              | CA    | Weekly Times                 | 17                                  | 17                  | 0                  | 0                | 17               | 0                | 0         |  |  |        |
| B                                     | 168  | Sunnyvale              | CA    | Sun                          | 17                                  | 17                  | 0                  | 0                | 17               | 0                | 0         |  |  |        |
| B                                     | 168  | Willows                | CA    | Glen Resident                | 16                                  | 16                  | 0                  | 0                | 16               | 0                | 0         |  |  |        |
| B                                     | 168  | Cupertino              | CA    | Courier                      | 15                                  | 15                  | 0                  | 0                | 15               | 0                | 0         |  |  |        |
| B                                     | 168  | Campbell               | CA    | Reporter                     | 13                                  | 13                  | 0                  | 0                | 13               | 0                | 0         |  |  |        |
| B                                     | 168  | Saratoga               | CA    | News                         | 12                                  | 12                  | 0                  | 0                | 12               | 0                | 0         |  |  |        |
| B                                     | 168  | New Almaden            | CA    | Resident                     | 11                                  | 11                  | 0                  | 0                | 11               | 0                | 0         |  |  |        |
| B                                     | 168  | San Jose               | CA    | Rose Garden Resident         | 8                                   | 8                   | 0                  | 0                | 8                | 0                | 0         |  |  |        |
| B                                     | 168  | Watsonville            | CA    | Register-Pajaronian          | 7                                   | 7                   | 0                  | 0                | 7                | 0                | 0         |  |  |        |
| B                                     | 168  | Cambrian               | CA    | Resident                     | 7                                   | 7                   | 0                  | 0                | 7                | 0                | 0         |  |  |        |
| B                                     | 169  | Sacramento             | CA    | Bee                          | 306                                 | 306                 | 0                  | 0                | 306              | 0                | 0         |  |  |        |
| B                                     | 169  | Modesto                | CA    | Bee                          | 77                                  | 77                  | 0                  | 0                | 77               | 0                | 0         |  |  |        |
| B                                     | 169  | Stockton               | CA    | Record                       | 58                                  | 58                  | 0                  | 0                | 58               | 0                | 0         |  |  |        |
| B                                     | 172  | Phoenix                | AZ    | Republic                     | 520                                 | 520                 | 0                  | 0                | 520              | 0                | 0         |  |  |        |
| B                                     | 174  | Tucson                 | AZ    | Star                         | 154                                 | 154                 | 0                  | 0                | 154              | 0                | 0         |  |  |        |
| B                                     | 174  | Tucson                 | AZ    | Explorer                     | 41                                  | 41                  | 0                  | 0                | 41               | 0                | 0         |  |  |        |
| B                                     | 174  | Tucson                 | AZ    | La Estrella De Tucson        | 17                                  | 17                  | 0                  | 0                | 17               | 0                | 0         |  |  |        |
| B                                     | 174  | Sierra Vista           | AZ    | Herald/Bisbee Daily Review   | 12                                  | 12                  | 0                  | 0                | 12               | 0                | 0         |  |  |        |
| B                                     | 174  | Green Valley           | AZ    | News & Sun                   | 8                                   | 8                   | 0                  | 0                | 8                | 0                | 0         |  |  |        |
| B                                     | 174  | Nogales                | AZ    | International                | 5                                   | 5                   | 0                  | 0                | 5                | 0                | 0         |  |  |        |
| <b>Total Pacific Region</b>           |      |                        |       |                              | <b>4,606</b>                        | <b>4,606</b>        | <b>0</b>           | <b>0</b>         | <b>4,606</b>     | <b>0</b>         | <b>0</b>  |  |  |        |
| <b>METRO LOS ANGELES REGION</b>       |      |                        |       |                              |                                     |                     |                    |                  |                  |                  |           |  |  |        |
| B                                     | 175  | Los Angeles            | CA    | Times                        | 1,010                               | 1,010               | 0                  | 0                | 1,010            | 0                | 0         |  |  |        |
| B                                     | 177  | Santa Ana              | CA    | Orange County Register       | 305                                 | 305                 | 0                  | 0                | 305              | 0                | 0         |  |  |        |
| B                                     | 179  | Riverside              | CA    | Press-Enterprise             | 131                                 | 131                 | 0                  | 0                | 131              | 0                | 0         |  |  |        |
| B                                     | 179  | Ontario                | CA    | City News TMC                | 68                                  | 68                  | 0                  | 0                | 68               | 0                | 0         |  |  |        |
| B                                     | 179  | San Bernardino         | CA    | Sun                          | 62                                  | 62                  | 0                  | 0                | 62               | 0                | 0         |  |  |        |
| B                                     | 179  | Ontario                | CA    | Inland Valley Bulletin       | 57                                  | 57                  | 0                  | 0                | 57               | 0                | 0         |  |  |        |
| B                                     | 179  | Palm Springs           | CA    | Desert Sun                   | 47                                  | 47                  | 0                  | 0                | 47               | 0                | 0         |  |  |        |
| B                                     | 179  | Victorville            | CA    | Press                        | 33                                  | 33                  | 0                  | 0                | 33               | 0                | 0         |  |  |        |
| B                                     | 179  | Lancaster-Palmdale     | CA    | Antelope Valley Press        | 30                                  | 30                  | 0                  | 0                | 30               | 0                | 0         |  |  |        |
| B                                     | 179  | Redlands               | CA    | Facts                        | 7                                   | 7                   | 0                  | 0                | 7                | 0                | 0         |  |  |        |
| B                                     | 179  | Barstow                | CA    | Desert Dispatch              | 4                                   | 4                   | 0                  | 0                | 4                | 0                | 0         |  |  |        |
| B                                     | 180  | San Diego              | CA    | Union-Tribune                | 330                                 | 330                 | 0                  | 0                | 330              | 0                | 0         |  |  |        |
| B                                     | 180  | San Diego              | CA    | Local Values                 | 300                                 | 300                 | 0                  | 0                | 300              | 0                | 0         |  |  |        |
| B                                     | 180  | Escondido              | CA    | North County Times           | 74                                  | 74                  | 0                  | 0                | 74               | 0                | 0         |  |  |        |
| B                                     | 180  | Chula Vista            | CA    | Star News                    | 34                                  | 34                  | 0                  | 0                | 34               | 0                | 0         |  |  |        |
| B                                     | 180  | La Jolla               | CA    | Village News                 | 22                                  | 22                  | 0                  | 0                | 22               | 0                | 0         |  |  |        |
| B                                     | 180  | San Diego              | CA    | Peninsula Beacon             | 20                                  | 20                  | 0                  | 0                | 20               | 0                | 0         |  |  |        |
| B                                     | 180  | San Diego              | CA    | Rancho Bernardo News Journal | 16                                  | 16                  | 0                  | 0                | 16               | 0                | 0         |  |  |        |
| B                                     | 180  | Poway                  | CA    | News Chief                   | 14                                  | 14                  | 0                  | 0                | 14               | 0                | 0         |  |  |        |
| <b>Total Metro Los Angeles Region</b> |      |                        |       |                              | <b>2,564</b>                        | <b>2,564</b>        | <b>0</b>           | <b>0</b>         | <b>2,564</b>     | <b>0</b>         | <b>0</b>  |  |  |        |
| <b>TOTAL FOR LIST</b>                 |      |                        |       |                              | <b>45,179</b>                       | <b>45,179</b>       | <b>9,539</b>       | <b>9,475</b>     | <b>24,018</b>    | <b>2,147</b>     | <b>0</b>  |  |  |        |

\*Note that 222M of the added circulation does not take effect until 2/7/10.