

AIC Advances In Circulation

SPG08 Spring 2008 Special

| Order channel                 | Earlier | Week ending |          |          |          |          |          |          |          |          | Total |
|-------------------------------|---------|-------------|----------|----------|----------|----------|----------|----------|----------|----------|-------|
|                               |         | 03/22/08    | 03/29/08 | 04/05/08 | 04/12/08 | 04/19/08 | 04/26/08 | 05/03/08 | 05/10/08 | 05/17/08 |       |
| MAIL Direct Mail              | 21      | 29          | 26       | 42       | 36       | 17       | 11       | 12       | 6        | 4        | 204   |
| WEB Internet orders           | 66      | 34          | 29       | 34       | 15       | 20       | 23       | 15       | 17       | 10       | 263   |
| Total for tracking code SPG08 | 87      | 63          | 55       | 76       | 51       | 37       | 34       | 27       | 23       | 14       | 467   |
| Total for publication AIC     | 121     | 63          | 55       | 76       | 51       | 37       | 34       | 27       | 23       | 14       | 501   |