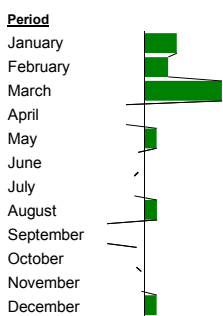


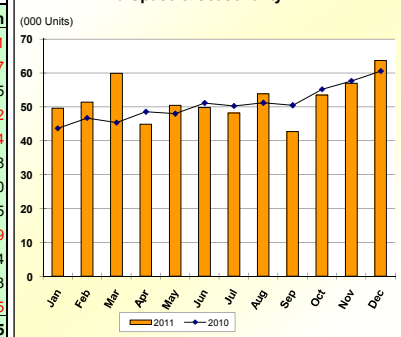
TOTAL MARKET ADVERTISING SPACE ALLOCATION

Y2011/2010Var %



ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
2011	2010	% Var'n	2011	% Var'n	2011	% Var'n	2011	% Var'n
49556	43644	14	10766	-4	3258	-2	8704	-11
51366	46700	10	10854	-5	4139	2	8245	-7
59876	45303	32	11561	-3	4850	12	8769	15
44891	48562	-8	10399	-11	4079	-15	7388	-12
50399	47949	5	10803	-3	4678	-1	7188	-4
49815	51124	-3	11087	-4	3706	-13	7476	8
48156	50237	-4	9864	7	3199	-15	6715	30
53864	51153	5	11033	-3	3147	-4	16966	55
42726	50468	-15	9732	-9	3871	-17	7489	-19
53434	55145	-3	11782	-5	5012	3	7292	14
56949	57658	-1	10930	-2	4941	-2	9577	13
63682	60536	5	11749	-1	5006	-6	7824	-15
624714	608479	3	130561	-4	49886	-5	103633	5

Ad Space & Seasonality



Definition of SESU

Newspaper - Half a Page

Magazine - One page

Television, Cinema & Video - 30 seconds

Radio - 60 seconds

Outdoor - 40 faces

* - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS

Spend by Position (Millions US \$)	2011		2010		Var'n %
	Value	%	Value	%	
Cover	138	16	146	16	-5
Page 2/3	44	5	43	5	2
Inside	651	76	723	78	-10
Supplement	22	3	18	2	20
	853	100	929	100	-8

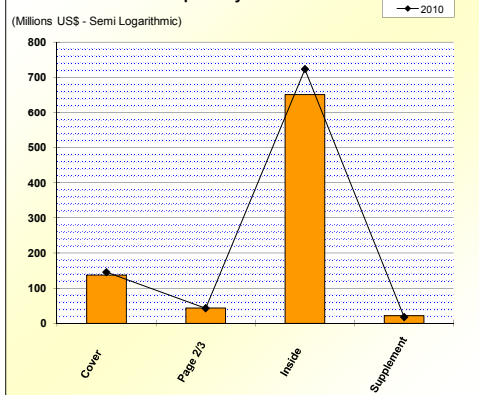
MAGAZINES

Spend by Position (Millions US \$)	2011		2010		Var'n %
	Value	%	Value	%	
Back Cover	24	10	20	10	16
Front Page	16	7	14	7	11
Inter Page	192	83	162	82	18
	231	100	197	100	17

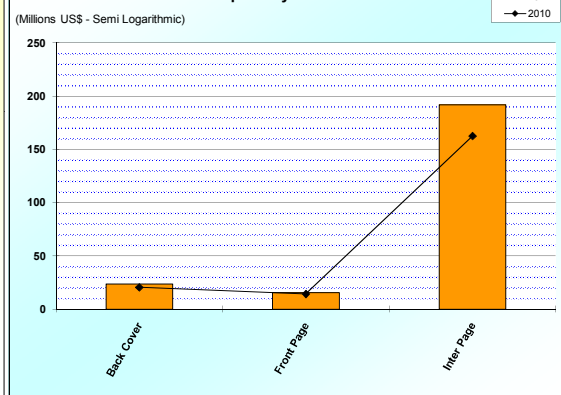
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2011		2010		Var'n %
	Value	%	Value	%	
Morning	17	10	13	9	38
Midday	9	6	9	6	8
Afternoon	15	9	15	10	0
Early Evng	32	19	32	21	0
Evng News	33	20	30	20	11
Prime Evng	33	20	27	18	24
Overnight	26	16	24	16	10
	166	100	149	100	12

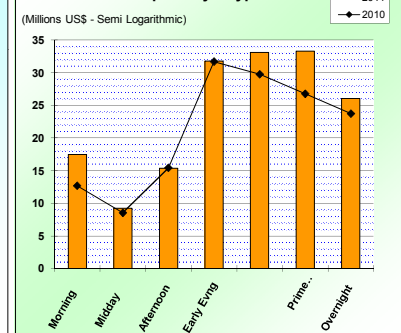
Spend by Position



Spend by Position



Spend by Daypart



TOP 30 LEAGUE OF Y2011 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEARS		MEDIA SPLIT % - JAN - DEC 2011			
	2011	2010	TOTAL	AVG	TV	NP	MG	OT*
1 Etisalat	19,584	19,708	39,292	19,646	44.35	31.34	1.27	23.04
2 Du	16,599	30,606	47,205	23,602	4.33	54.04	6.85	34.78
3 Carrefour	13,568	10,067	23,635	11,818	0.00	83.69	14.44	1.87
4 McDonald's	9,116	6,706	15,822	7,911	0.00	28.79	5.98	65.23
5 Sony	8,982	6,718	15,700	7,850	3.99	66.90	8.93	20.18
6 Sedar	8,964	4,348	13,312	6,656	100.00	0.00	0.00	0.00
7 Adib	7,722	6,214	13,936	6,968	5.56	24.34	1.41	68.69
8 Dubai Shop.fest.	7,407	2,343	9,750	4,875	4.61	11.22	2.50	81.68
9 Kfc	7,045	6,669	13,714	6,857	0.76	21.91	0.00	77.33
10 Samsung	6,566	7,192	13,758	6,879	19.11	55.75	9.56	15.57
11 Lulu	6,442	6,752	13,194	6,597	3.60	72.14	21.46	2.80
12 Watani - Uae	6,384	7,401	13,785	6,892	98.67	1.32	0.00	0.00
13 Damas Watch_jewlr	6,070	4,670	10,740	5,370	1.38	31.42	12.52	54.67
14 Ford	5,537	4,688	10,225	5,113	30.26	32.73	16.94	20.07
15 Mercedes	5,510	2,538	8,048	4,024	0.00	35.60	12.05	52.36
16 Uae Nat'l Elect.	5,340	0	5,340	2,670	0.00	99.02	0.00	0.99
17 Toyota	5,332	6,662	11,994	5,997	0.00	80.83	5.78	13.39
18 Roads & Transport	5,138	4,505	9,643	4,822	5.47	56.59	0.33	37.61
19 Pepsi	4,946	4,687	9,633	4,816	14.44	1.34	0.07	84.15
20 First Select Int	4,928	4,896	9,824	4,912	0.00	100.01	0.00	0.00
21 Nissan	4,804	3,977	8,781	4,391	39.88	44.89	4.85	10.38
22 Emirates Nbd	4,783	4,118	8,901	4,450	1.88	60.84	2.87	34.40
23 Pure Gold Jewel.	4,749	5,962	10,711	5,356	0.00	25.86	23.53	50.61
24 Abu Dhabi Police	4,734	3,558	8,292	4,146	31.47	54.79	1.10	12.66
25 Pizza Hut	4,701	5,312	10,013	5,006	0.02	42.31	0.00	57.66
26 Hsbc	4,620	4,426	9,046	4,523	6.47	57.73	8.25	27.55
27 Elect_ Water D.	4,466	3,409	7,875	3,937	30.46	62.11	0.14	7.29
28 Home Center	4,208	5,552	9,760	4,880	0.00	36.53	55.65	7.81
29 Family Gathering	4,094	2,743	6,837	3,419	92.12	7.89	0.00	0.00
30 First Gulf Bank	3,972	4,470	8,442	4,221	34.20	61.56	0.34	3.90

*OT=Radio+OutDoor+Cinema