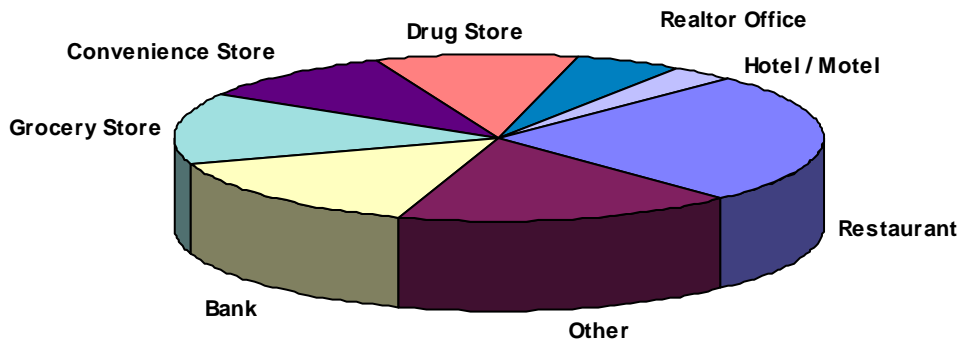


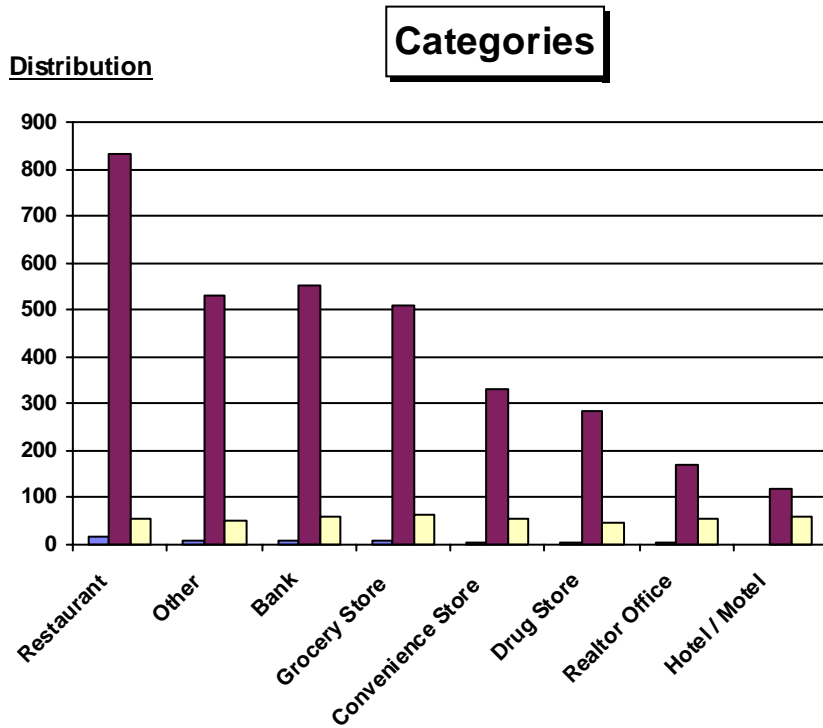
**Demo in  
All Publications**

**Categories**



<b>Category</b>	<b>Total Distri</b>	<b>Avg Distri</b>	<b># of Pts</b>	<b>Percent</b>
Bank	550	61	9	15.3%
Convenience Store	330	55	6	10.2%
Drug Store	284	47	6	10.2%
Grocery Store	510	64	8	13.6%
Hotel / Motel	120	60	2	3.4%
Other	530	53	10	16.9%
Realtor Office	170	57	3	5.1%
Restaurant	830	55	15	25.4%
	<b>3,324</b>	<b>57</b>	<b>59</b>	

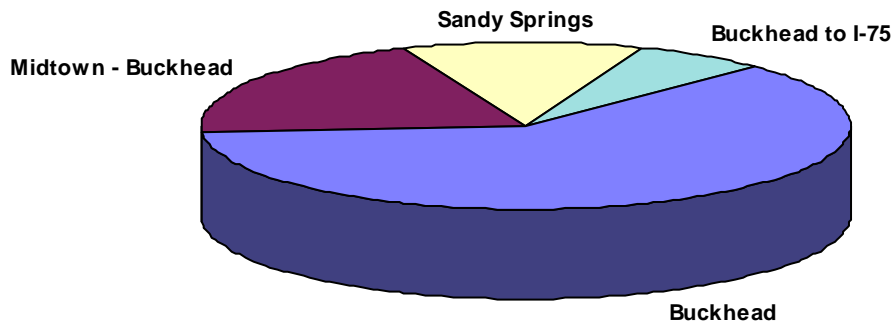
## Demo in All Publications



Category	Total Distri	Avg Distri	# of Pts	Percent
Bank	550	61	9	15.3%
Convenience Store	330	55	6	10.2%
Drug Store	284	47	6	10.2%
Grocery Store	510	64	8	13.6%
Hotel / Motel	120	60	2	3.4%
Other	530	53	10	16.9%
Realtor Office	170	57	3	5.1%
Restaurant	830	55	15	25.4%
<b>3,324</b>				
<b>57</b>				
<b>59</b>				

**Demo in  
All Publications**

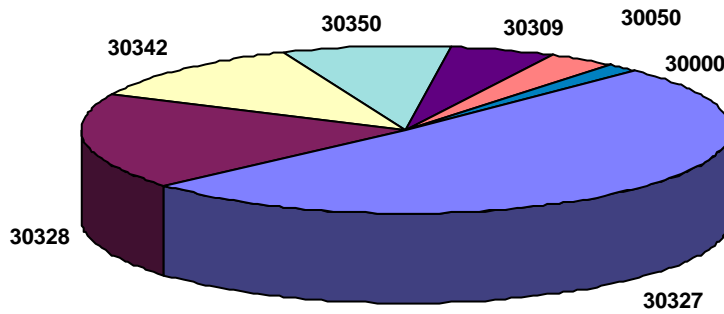
**Markets**



<b>Market</b>	<b>Total Distri</b>	<b>Avg Distri</b>	<b># of Pts</b>	<b>Percent</b>
Buckhead	2,005	56	36	61.0%
Buckhead to I-75	280	70	4	6.8%
Midtown - Buckhead	589	49	12	20.3%
Sandy Springs	450	64	7	11.9%
	<b>3,324</b>	<b>60</b>	<b>59</b>	

## Demo in All Publications

### Zip Codes



<b>Zip Code</b>	<b>Total Distri</b>	<b>Avg Distri</b>	<b># of Pts</b>	<b>Percent</b>
30000	40	40	1	1.7%
30050	120	60	2	3.4%
30309	200	67	3	5.1%
30327	1,705	57	30	50.8%
30328	539	49	11	18.6%
30342	450	64	7	11.9%
30350	270	54	5	8.5%
	<b>3,324</b>	<b>56</b>	<b>59</b>	

# Movement Report

by Category

# Around The City

From: 8/12/2005 To: 8/12/2005

Volume: 2 Issue: 12  
 To  
 Volume: 2 Issue: 12

ID	Store	Address	City	Dist.	+ Restock	= Total	Pick Up	Moved	Percent
<b>Bank</b>									
2744	First National Bank	2878 Piedmont Rd	Atlanta	50	0	50	3	47	94.0%
<b>Total:</b>				<b>50</b>	<b>0</b>	<b>50</b>	<b>3</b>	<b>47</b>	<b>94.0%</b>
<b>Convenience Store</b>									
2764	Pak n Sak	2512 Blackland Dr	Atlanta	50	0	50	9	41	82.0%
2748	Shop n Stop	1245 Maple St	Atlanta	50	0	50	3	47	94.0%
2781	Wieuca BP	4501 Roswell Rd	Sandy Spri	60	0	60	11	49	81.7%
<b>Total:</b>				<b>160</b>	<b>0</b>	<b>160</b>	<b>23</b>	<b>137</b>	<b>85.6%</b>
<b>Drug Store</b>									
2745	Buy Wise Drugs	3030 Piedmont Rd	Atlanta	60	0	60	3	57	95.0%
2780	Eckerds Drug Store	4544 Roswell Rd	Sandy Spri	40	0	40	0	40	100.0%
<b>Total:</b>				<b>100</b>	<b>0</b>	<b>100</b>	<b>3</b>	<b>97</b>	<b>97.0%</b>
<b>Grocery Store</b>									
2755	Harris Tweeter	2950 Rosegood Rd	Atlanta	50	0	50	0	50	100.0%
2749	Krugers	2807 Orangetree Rd	Atlanta	75	0	75	0	75	100.0%
2772	Krugers	Wellsley Place Shopping	Atlanta	50	0	50	0	50	100.0%
<b>Total:</b>				<b>175</b>	<b>0</b>	<b>175</b>	<b>0</b>	<b>175</b>	<b>100.0%</b>
<b>Hotel / Motel</b>									
2776	Hyatt Buckhead	1900 Pinetree Rd	Atlanta	60	0	60	0	60	100.0%
<b>Total:</b>				<b>60</b>	<b>0</b>	<b>60</b>	<b>0</b>	<b>60</b>	<b>100.0%</b>
<b>Other</b>									
2761	Barstucks	33 Northside Plaza	Atlanta	50	0	50	0	50	100.0%
2774	Hair Cuttery	2131 Pinetree Rd	Atlanta	50	0	50	0	50	100.0%
2757	House of Blahs	4550 W Post Rd	Atlanta	60	0	60	0	60	100.0%
2756	House of Style	2680 Rosegood Rd	Atlanta	60	0	60	0	60	100.0%
<b>Total:</b>				<b>220</b>	<b>0</b>	<b>220</b>	<b>0</b>	<b>220</b>	<b>100.0%</b>
<b>Restaurant</b>									
2759	Arnold s	77 Sunset	Atlanta	60	0	60	0	60	100.0%
2768	Captain s Kirk	2687 Southside Dr	Atlanta	60	0	60	0	60	100.0%
2769	Harris-Tweeter	2445 Southside Dr	Atlanta	50	0	50	4	46	92.0%
2760	Rick s Place	3200 Northside Dr	Atlanta	50	0	50	7	43	86.0%
2775	The Golden Dragon	2100 Pinetree Rd	Atlanta	60	0	60	0	60	100.0%
2765	The Hackey Sack	2888 Blackland Dr	Atlanta	50	0	50	5	45	90.0%
2747	The Hungry Heffer	4240 Pharr Lap Rd	Atlanta	60	0	60	6	54	90.0%
<b>Total:</b>				<b>390</b>	<b>0</b>	<b>390</b>	<b>22</b>	<b>368</b>	<b>94.4%</b>

**Movement Report**  
**by Category**

**Around The City**  
From: 8/12/2005 To: 8/12/2005

Volume: 2 Issue: 12
To
Volume: 2 Issue: 12

<b>ID Store</b>	<b>Address</b>	<b>City</b>	<b>Dist. + Restock</b>	<b>= Total</b>	<b>Pick Up</b>	<b>Moved</b>	<b>Percent</b>	
<b>Grand Total</b>			<b>1,155</b>	<b>0</b>	<b>1,155</b>	<b>51</b>	<b>1,104</b>	<b>95.6%</b>

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# Movement Report

by Route

## Around The City

From: 8/12/2005 To: 8/12/2005

Volume: 2 Issue: 12

To

Volume: 2 Issue: 12

Ston#	Ston	Address	City / Zip	Dist.	+ Restock	= Total	Pick Up	Moved	Percent
<b>North Perimeter</b>									
2	First National Bank	2878 Piedmont Rd, Atlanta	30328	50	0	50	3	47	94.0%
3	Buy Wise Drugs	3030 Piedmont Rd, Atlanta	30328	60	0	60	3	57	95.0%
4	Shop n Stop	1245 Maple St, Atlanta	30328	50	0	50	3	47	94.0%
5	Krugers	2807 Orangetree Rd, Atlanta	30309	75	0	75	0	75	100.0%
9	The Hungry Heffer	4240 Pharr Lap Rd, Atlanta	30328	60	0	60	6	54	90.0%
10	Harris Tweeter	2950 Rosegood Rd, Atlanta	30050	50	0	50	0	50	100.0%
11	House of Style	2680 Rosegood Rd, Atlanta	30350	60	0	60	0	60	100.0%
12	House of Blahs	4550 W Post Rd, Atlanta	30350	60	0	60	0	60	100.0%
14	Arnold s	77 Sunset, Atlanta	30327	60	0	60	0	60	100.0%
15	Rick s Place	3200 Northside Dr, Atlanta	30327	50	0	50	7	43	86.0%
16	Barstucks	33 Northside Plaza, Atlanta	30327	50	0	50	0	50	100.0%
19	Pak n Sak	2512 Blackland Dr, Atlanta	30327	50	0	50	9	41	82.0%
20	The Hackey Sack	2888 Blackland Dr, Atlanta	30327	50	0	50	5	45	90.0%
<b>Total:</b>				<b>725</b>	<b>0</b>	<b>725</b>	<b>36</b>	<b>689</b>	<b>95.0%</b>
<b>Sandy Springs, Dunwoody</b>									
1	Eckerds Drug Store	4544 Roswell Rd, Sandy Spri	30342	40	0	40	0	40	100.0%
2	Wieuca BP	4501 Roswell Rd, Sandy Spri	30342	60	0	60	11	49	81.7%
7	Hair Cuttery	2131 Pinetree Rd, Atlanta	30327	50	0	50	0	50	100.0%
8	The Golden Dragon	2100 Pinetree Rd, Atlanta	30327	60	0	60	0	60	100.0%
9	Hyatt Buckhead	1900 Pinetree Rd, Atlanta	30327	60	0	60	0	60	100.0%
11	Captain s Kirk	2687 Southside Dr, Atlanta	30327	60	0	60	0	60	100.0%
12	Harris-Tweeter	2445 Southside Dr, Atlanta	30327	50	0	50	4	46	92.0%
15	Krugers	Wellsley Place Shopping Cen	30327	50	0	50	0	50	100.0%
<b>Total:</b>				<b>430</b>	<b>0</b>	<b>430</b>	<b>15</b>	<b>415</b>	<b>96.5%</b>
<b>Grand Total</b>				<b>1,155</b>	<b>0</b>	<b>1,155</b>	<b>51</b>	<b>1,104</b>	<b>95.6%</b>
<b>Total Stops: 21</b>									

# Movement Report

by Zip

## Around The City

From: 8/12/2005 To: 8/12/2005

Volume: 2 Issue: 12

To

Volume: 2 Issue: 12

<u>ID</u>	<u>Stop</u>	<u>Address</u>	<u>City</u>	<u>Dist. + Restock = Total</u>			<u>Pick Up</u>	<u>Moved</u>	<u>Percent</u>
<b>30050</b>									
2755	Harris Tweeter	2950 Rosegood Rd	ATLANTA	50	0	50	0	50	100.0%
<b>Total:</b>				<b>50</b>	<b>0</b>	<b>50</b>	<b>0</b>	<b>50</b>	<b>100.0%</b>
<b>30309</b>									
2749	Krugers	2807 Orangetree Rd	ATLANTA	75	0	75	0	75	100.0%
<b>Total:</b>				<b>75</b>	<b>0</b>	<b>75</b>	<b>0</b>	<b>75</b>	<b>100.0%</b>
<b>30327</b>									
2759	Arnold s	77 Sunset	ATLANTA	60	0	60	0	60	100.0%
2761	Barstucks	33 Northside Plaza	ATLANTA	50	0	50	0	50	100.0%
2768	Captain s Kirk	2687 Southside Dr	ATLANTA	60	0	60	0	60	100.0%
2774	Hair Cuttery	2131 Pinetree Rd	ATLANTA	50	0	50	0	50	100.0%
2769	Harris-Tweeter	2445 Southside Dr	ATLANTA	50	0	50	4	46	92.0%
2776	Hyatt Buckhead	1900 Pinetree Rd	ATLANTA	60	0	60	0	60	100.0%
2772	Krugers	Wellsley Place Shopping	ATLANTA	50	0	50	0	50	100.0%
2764	Pak n Sak	2512 Blackland Dr	ATLANTA	50	0	50	9	41	82.0%
2760	Rick s Place	3200 Northside Dr	ATLANTA	50	0	50	7	43	86.0%
2775	The Golden Dragon	2100 Pinetree Rd	ATLANTA	60	0	60	0	60	100.0%
2765	The Hackey Sack	2888 Blackland Dr	ATLANTA	50	0	50	5	45	90.0%
<b>Total:</b>				<b>590</b>	<b>0</b>	<b>590</b>	<b>25</b>	<b>565</b>	<b>95.8%</b>
<b>30328</b>									
2745	Buy Wise Drugs	3030 Piedmont Rd	ATLANTA	60	0	60	3	57	95.0%
2744	First National Bank	2878 Piedmont Rd	ATLANTA	50	0	50	3	47	94.0%
2748	Shop n Stop	1245 Maple St	ATLANTA	50	0	50	3	47	94.0%
2747	The Hungry Heffer	4240 Pharr Lap Rd	ATLANTA	60	0	60	6	54	90.0%
<b>Total:</b>				<b>220</b>	<b>0</b>	<b>220</b>	<b>15</b>	<b>205</b>	<b>93.2%</b>
<b>30342</b>									
2780	Eckerds Drug Store	4544 Roswell Rd	SANDY S	40	0	40	0	40	100.0%
2781	Wieuca BP	4501 Roswell Rd	SANDY S	60	0	60	11	49	81.7%
<b>Total:</b>				<b>100</b>	<b>0</b>	<b>100</b>	<b>11</b>	<b>89</b>	<b>89.0%</b>
<b>30350</b>									
2757	House of Blahs	4550 W Post Rd	ATLANTA	60	0	60	0	60	100.0%
2756	House of Style	2680 Rosegood Rd	ATLANTA	60	0	60	0	60	100.0%
<b>Total:</b>				<b>120</b>	<b>0</b>	<b>120</b>	<b>0</b>	<b>120</b>	<b>100.0%</b>
<b>Grand Total</b>				<b>1,155</b>	<b>0</b>	<b>1,155</b>	<b>51</b>	<b>1,104</b>	<b>95.6%</b>

Category	# of Drops	Total Distri	North Perimeter	Sandy Springs,
Bank	9	550	230	320
Convenience Store	6	330	220	110
Drug Store	6	284	134	150
Grocery Store	8	510	320	190
Hotel / Motel	2	120		120
Other	10	530	440	90
Realtor Office	3	170	170	
Restaurant	15	830	510	320

Market	# of Drops	Total Distri	North Perimeter	Sandy Springs,
Buckhead	36	2005	1155	850
Buckhead to I-75	4	280	280	
Midtown - Buckhead	12	589	589	
Sandy Springs	7	450		450

