

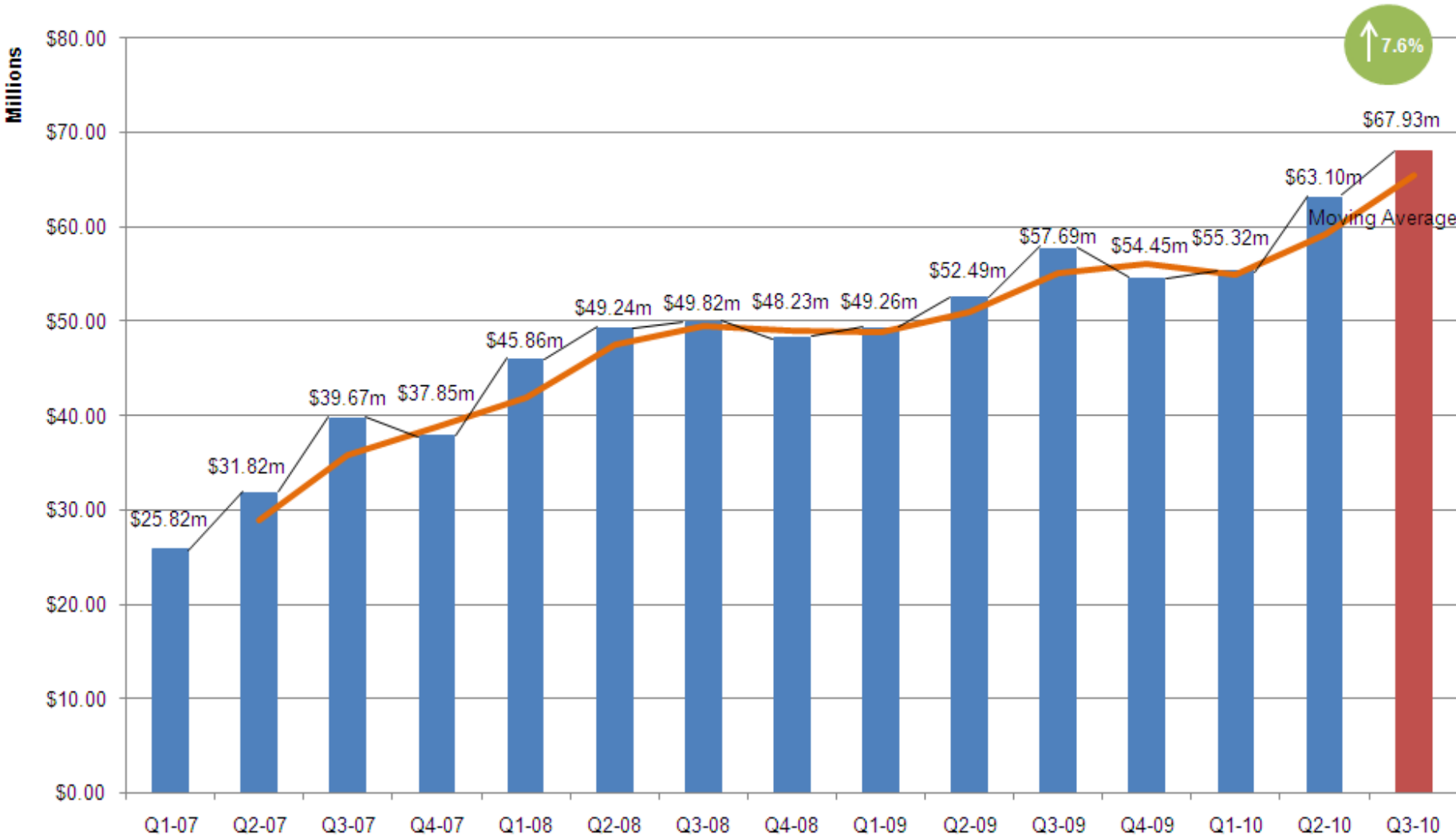
Total market

Total Market Quarterly Comparison Q3, 2010 - Detailed Table

Year	Quarter	Total Display (\$m)	Total Classified (\$m)	Total Search and Directories (\$m)	Total of Quarterly (\$m)	Qtr/Qtr Change		Year/Year Change
						\$m	%	
2007	1	\$6.59	\$12.42	\$6.82	\$25.82			
2007	2	\$9.65	\$13.95	\$8.22	\$31.82	\$6.00	21.38%	
2007	3	\$12.84	\$16.71	\$10.12	\$39.67	\$7.85	22.08%	
2007	4	\$12.98	\$15.88	\$8.99	\$37.85	-\$1.82	-4.59%	
2008	1	\$11.54	\$19.19	\$15.13	\$45.86	\$8.01	17.86%	67.23%
2008	2	\$14.98	\$19.15	\$15.11	\$49.24	\$3.38	8.28%	54.08%
2008	3	\$15.84	\$19.08	\$14.90	\$49.82	\$0.58	1.05%	22.32%
2008	4	\$15.76	\$17.90	\$14.57	\$48.23	-\$1.59	-3.19%	22.64%
2009	1	\$12.94	\$17.55	\$18.77	\$49.26	\$1.03	2.14%	7.99%
2009	2	\$16.37	\$17.06	\$19.06	\$52.49	\$3.23	6.56%	5.53%
2009	3	\$17.22	\$18.11	\$22.36	\$57.69	\$5.20	9.91%	15.80%
2009	4	\$17.77	\$18.71	\$17.97	\$54.45	-\$3.24	-5.62%	12.90%
2010	1	\$14.92	\$20.49	\$19.92	\$55.32	\$0.87	1.60%	12.31%
2010	2	\$20.60	\$20.85	\$21.65	\$63.10	\$7.77	14.05%	20.21%
2010	3	\$21.44	\$21.30	\$25.20	\$67.93	\$4.83	7.57%	17.66%
Total 2007		\$42.06	\$58.96	\$34.15	\$135.16			
Total 2008		\$58.12	\$75.32	\$59.71	\$193.15			
Total 2009		\$64.30	\$71.43	\$78.16	\$213.89			

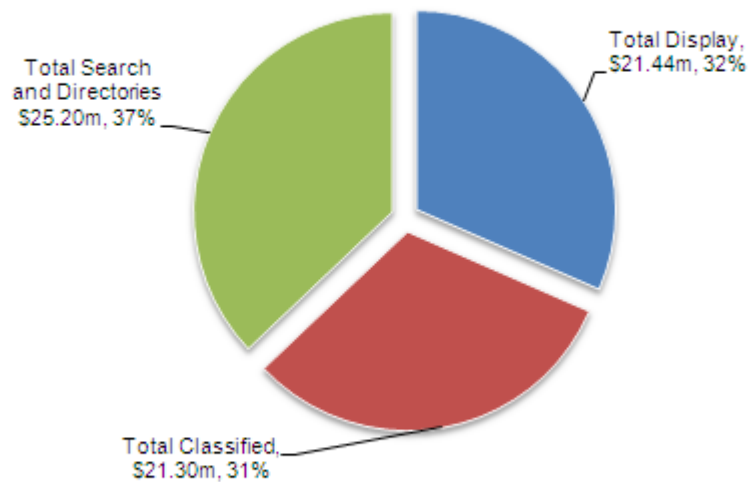
Source: IAB/PwC Insight 2007, 2008, 2009, Q1, Q2, and Q3, 2010.

Total Market Growth Full Year 2007, 2008, 2009, Q1, Q2, and Q3, 2010



Source: IAB/PwC Insight 2007, 2008, 2009, Q1, Q2, and Q3, 2010.

**Total Online Advertising Expenditure Q3, 2010
by type of Advertising**



Q3, 2010 Total = \$67.93m

■ Total Display (\$m) ■ Total Classified (\$m) ■ Total Search and Directories (\$m)

Source: IAB/PwC Insight 2007, 2008, 2009, Q1, Q2, and Q3, 2010.

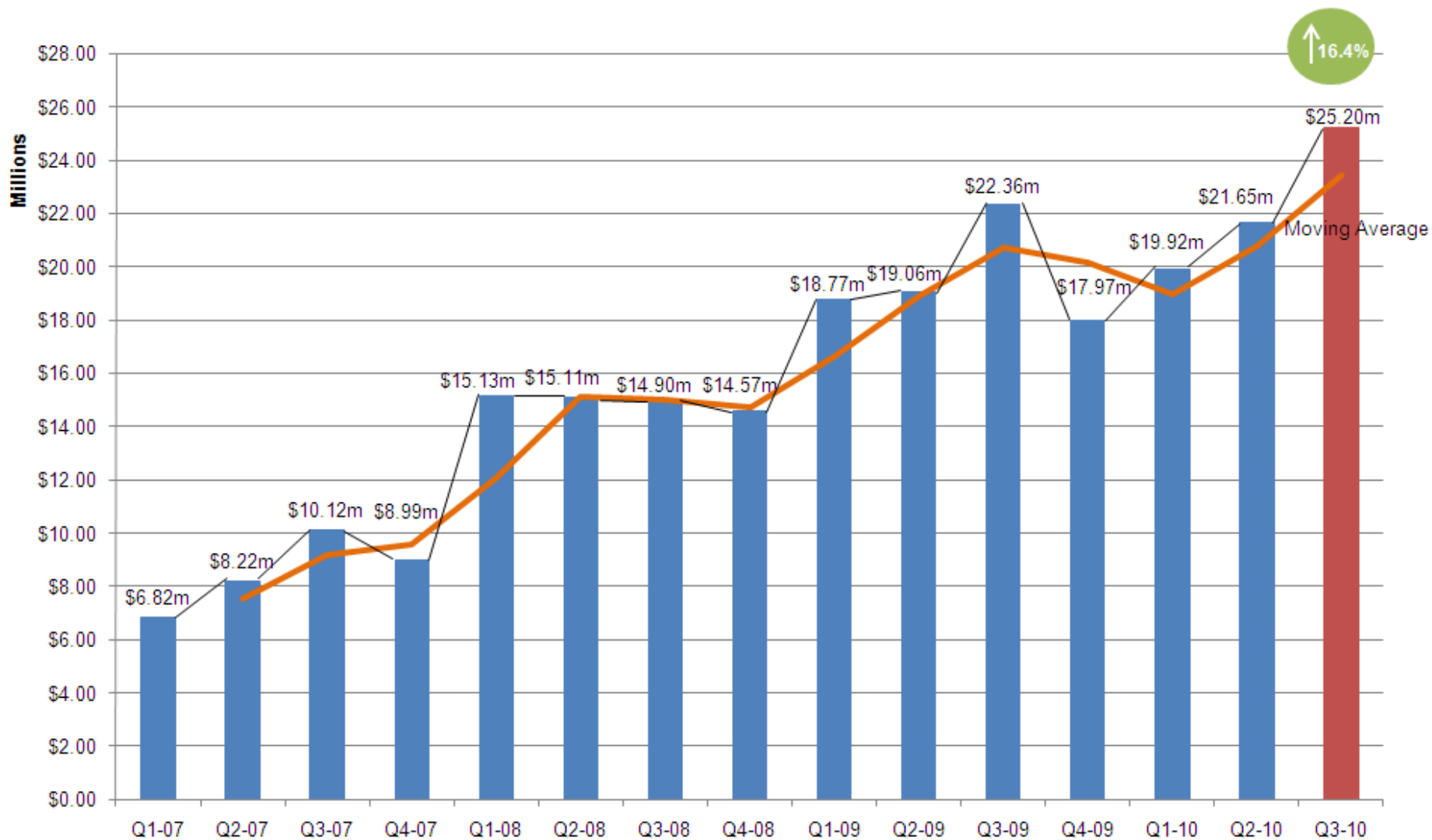
Search and Directories

Search & Directories Advertising Expenditure Quarterly Comparison Q3, 2010 - Detailed Table

Year	Quarter	Total Search and Directories (\$m)	Qtr/Qtr Change		Year/Year Change
			\$m	%	
2007	1	\$6.82			
2007	2	\$8.22	\$1.40	17.30%	
2007	3	\$10.12	\$1.90	18.94%	
2007	4	\$8.99	-\$1.13	-11.17%	
2008	1	\$15.13	\$6.14	54.39%	92.96%
2008	2	\$15.11	-\$0.02	2.22%	89.34%
2008	3	\$14.90	-\$0.21	-1.39%	34.38%
2008	4	\$14.57	-\$0.33	-2.21%	44.05%
2009	1	\$18.77	\$4.20	28.83%	27.00%
2009	2	\$19.06	\$0.29	1.55%	26.14%
2009	3	\$22.36	\$3.30	17.31%	50.07%
2009	4	\$17.97	-\$4.39	-19.63%	23.34%
2010	1	\$19.92	\$1.95	10.85%	6.13%
2010	2	\$21.65	\$1.73	8.69%	13.59%
2010	3	\$25.20	\$3.55	12.68%	16.38%
Total 2007		\$34.15			
Total 2008		\$59.71			
Total 2009		\$78.16			

Source: IAB/PwC Insight 2007, 2008, 2009, Q1, Q2, and Q3, 2010.

Search & Directories Market Growth Full Year 2007, 2008, 2009, Q1, Q2, and Q3, 2010



Source: IAB/PwC Insight 2007, 2008, 2009, Q1, Q2, and Q3, 2010.

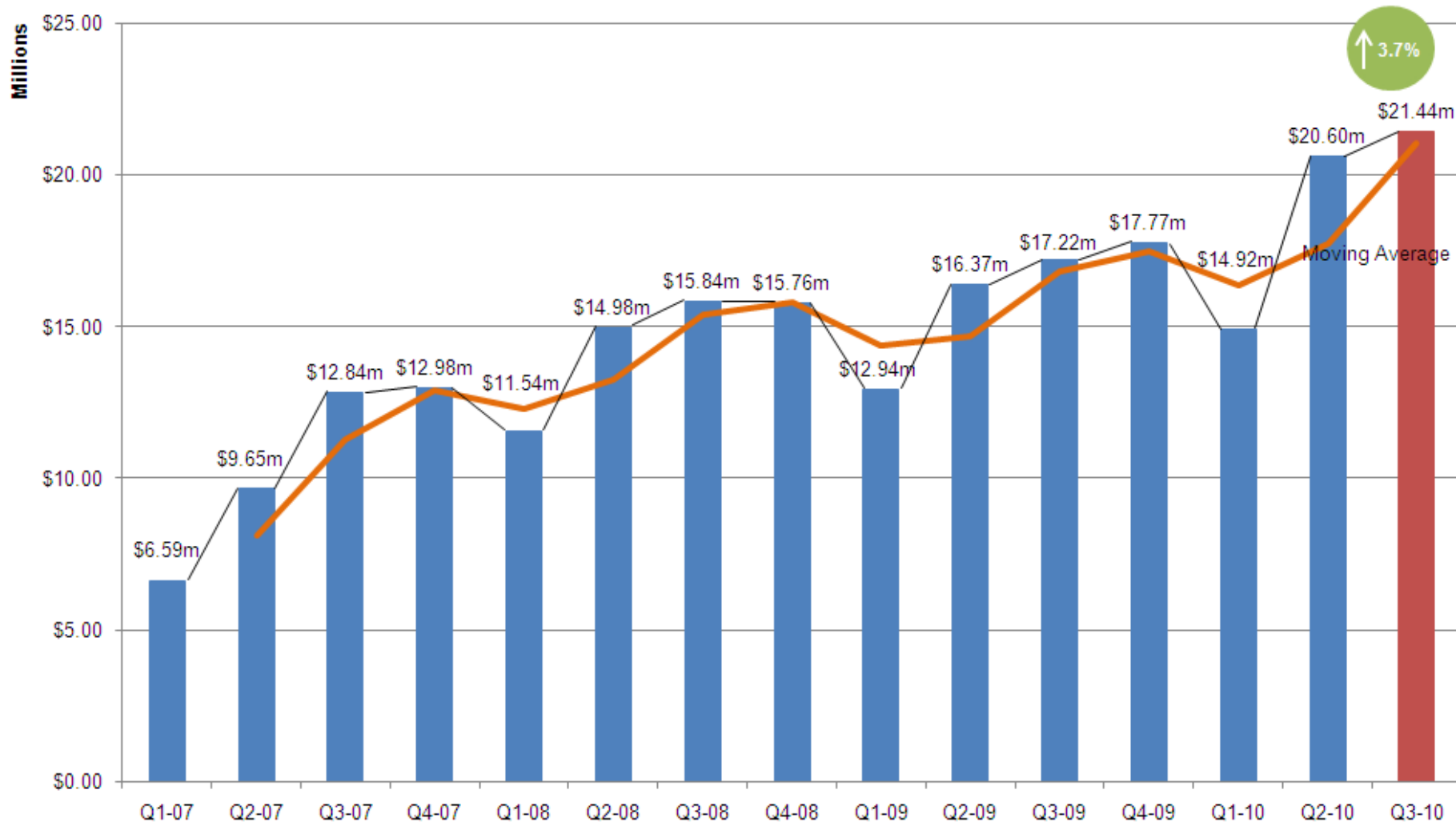
Display

Display Advertising Expenditure Quarterly Comparison Q3, 2010 - Detailed Table

Year	Quarter	Total Display (\$m)	Qtr/Qtr Change		Year/Year Change
			\$m	%	
2007	1	\$6.59			
2007	2	\$9.65	\$3.06	44.46%	
2007	3	\$12.84	\$3.19	28.31%	
2007	4	\$12.98	\$0.14	1.09%	
2008	1	\$11.54	-\$1.44	-11.09%	68.29%
2008	2	\$14.98	\$3.44	30.21%	52.70%
2008	3	\$15.84	\$0.86	5.45%	24.00%
2008	4	\$15.76	-\$0.08	-0.53%	20.09%
2009	1	\$12.94	-\$2.82	-17.89%	11.17%
2009	2	\$16.37	\$3.43	26.51%	5.75%
2009	3	\$17.22	\$0.85	5.19%	8.69%
2009	4	\$17.77	\$0.55	3.19%	12.75%
2010	1	\$14.92	-\$2.85	-16.06%	15.27%
2010	2	\$20.60	\$5.68	38.11%	25.84%
2010	3	\$21.44	\$0.84	3.72%	24.07%
Total 2007		\$42.06			
Total 2008		\$58.12			
Total 2009		\$64.30			

Source: IAB/PwC Insight 2007, 2008, 2009, Q1, Q2, and Q3, 2010.

Display Total Market Growth Full Year 2007, 2008, 2009, Q1, Q2, and Q3, 2010



Source: IAB/PwC Insight 2007, 2008, 2009, Q1, Q2, and Q3, 2010.

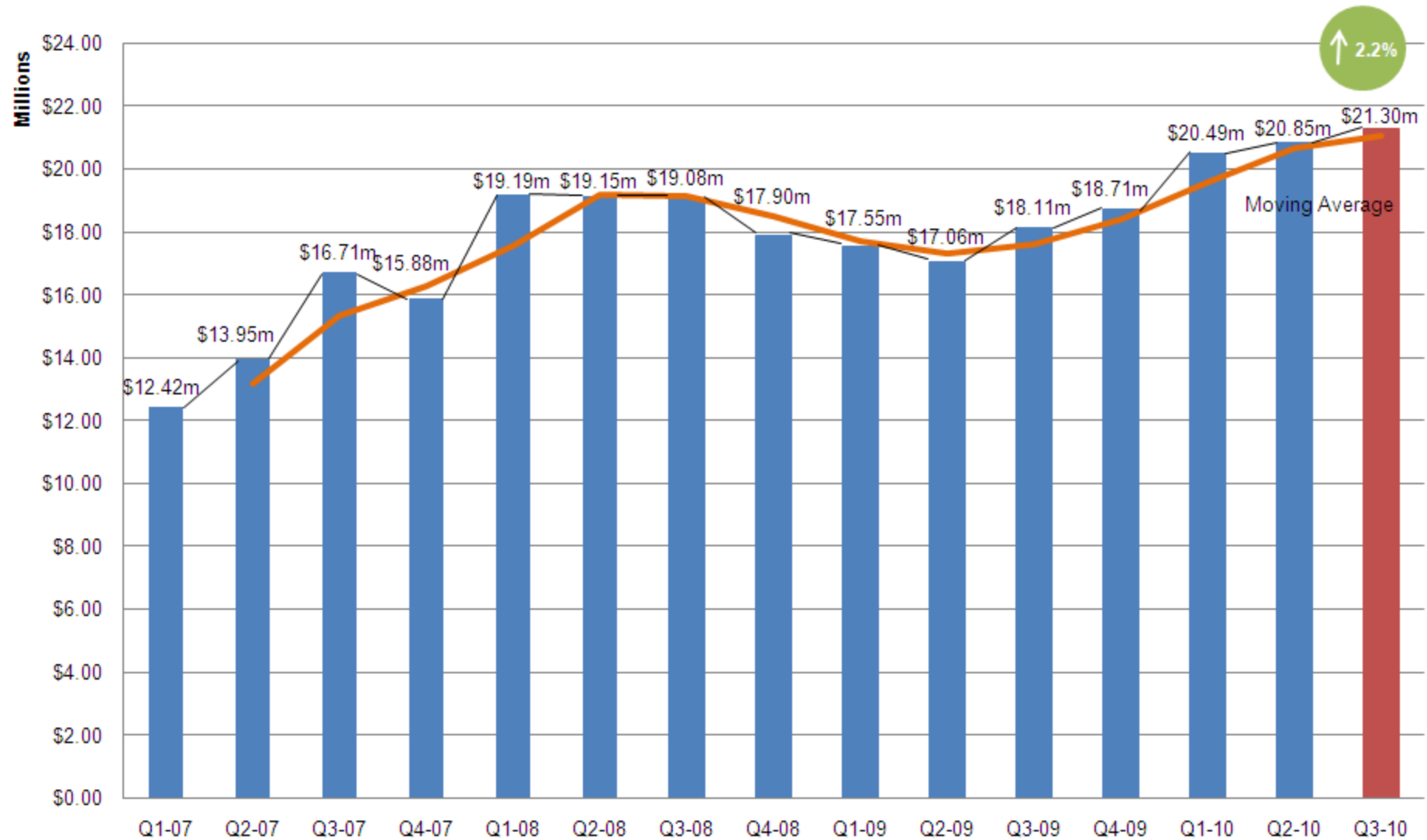
Classified

Classified Advertising Expenditure Quarterly Comparison Q3, 2010 - Detailed Table

Year	Quarter	Total Classified (\$m)	Qtr/Qtr Change		Year/Year Change
			\$m	%	
2007	1	\$12.42			
2007	2	\$13.95	\$1.53	11.27%	
2007	3	\$16.71	\$2.76	19.60%	
2007	4	\$15.88	-\$0.83	-4.97%	
2008	1	\$19.19	\$3.31	20.84%	52.42%
2008	2	\$19.15	-\$0.04	-0.21%	37.27%
2008	3	\$19.08	-\$0.07	-0.47%	13.99%
2008	4	\$17.90	-\$1.18	-6.16%	12.68%
2009	1	\$17.55	-\$0.35	-1.96%	-8.55%
2009	2	\$17.06	-\$0.49	-2.79%	-10.91%
2009	3	\$18.11	\$1.05	6.15%	-5.06%
2009	4	\$18.71	\$0.60	3.31%	4.53%
2010	1	\$20.49	\$1.78	9.50%	16.74%
2010	2	\$20.85	\$0.36	1.76%	22.20%
2010	3	\$21.30	\$0.45	2.22%	17.70%
Total 2007		\$58.96			
Total 2008		\$75.32			
Total 2009		\$71.43			

Source: IAB/PwC Insight 2007, 2008, 2009, Q1, Q2, and Q3, 2010.

Classified Market Growth Full Year 2007, 2008, 2009, Q1, Q2, and Q3, 2010



Source: IAB/PwC Insight 2007, 2008, 2009, Q1, Q2, and Q3, 2010.