



POP Radio Increases Sales



POP Radio utilizes matched panel tests conducted by IRI in food and drug stores.

In tests conducted since June 2004, POP Radio has demonstrated an average sales lift of 17%!

Category	Retailer Tested	Market	Date Tested	Sales Lift
Dairy Product	Wegman's	NY Upstate	Jun 04	6.9%
Salad Dressing	Pathmark	NY Metro	Aug 04	13.3%
Antacid	Wegman's	NY Upstate	Sep 04	12.1%
Laundry Detergent	Food Lion	Charlotte/Raleigh	Nov 04	19.8%
Olive Oil	Pathmark	NY Metro	Feb 05	10.1%
Cough/Cold Remedy	Brooks/Eckerds	NY Metro	Feb 05	11.2%
Analgesic / Sleep Aid	Brooks/Eckerds	Charlotte/Raleigh	Mar 05	10.7%
Olive Oil	Wegman's	NY Metro	Mar 05	9.6%
Snack Nuts	Pathmark	NY Metro	Apr 05	12.2%
Margarine	Shoprite	NY Metro	Apr 05	10.1%
Cookies	Pathmark	NY Metro	Jul 05	11.7%
Smoking Cessation	Eckerd	Charlotte/Raleigh	Aug 05	14.9%
Canned Vegetables	Pathmark	NY Metro	Aug 05	72.7%
Refrigerated Sausage	Pathmark	NY Metro	Mar 06	14.8%
Pasta	Pathmark	NY Metro	Apr 06	14.9%
Chocolate Candy	Kmart	Philadelphia	Jul 07	16.8%
Glue	Kmart	Philadelphia	Sep 08	17.0%