

RETAIL RATINGS REPORT

YEAR OVER YEAR

CONSUMER PREFERENCE - TOP 10

Retail Category: Electronics (TV's-DVD's-etc.) (Shop at Most Often)

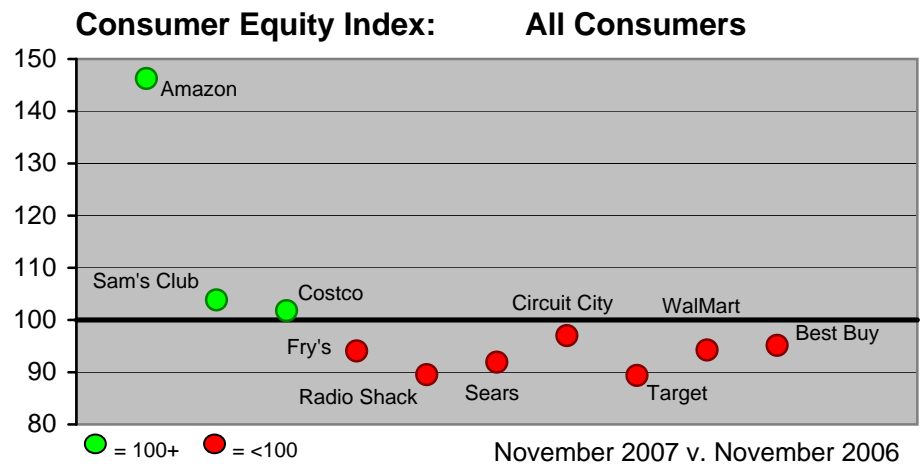
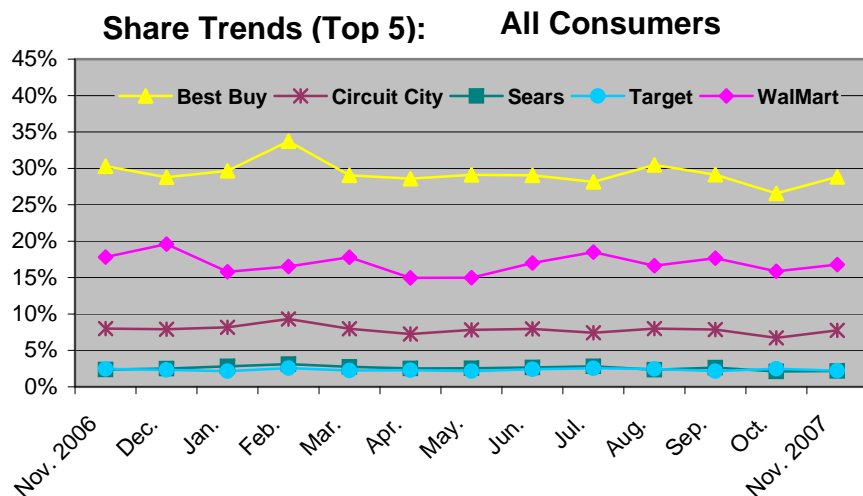
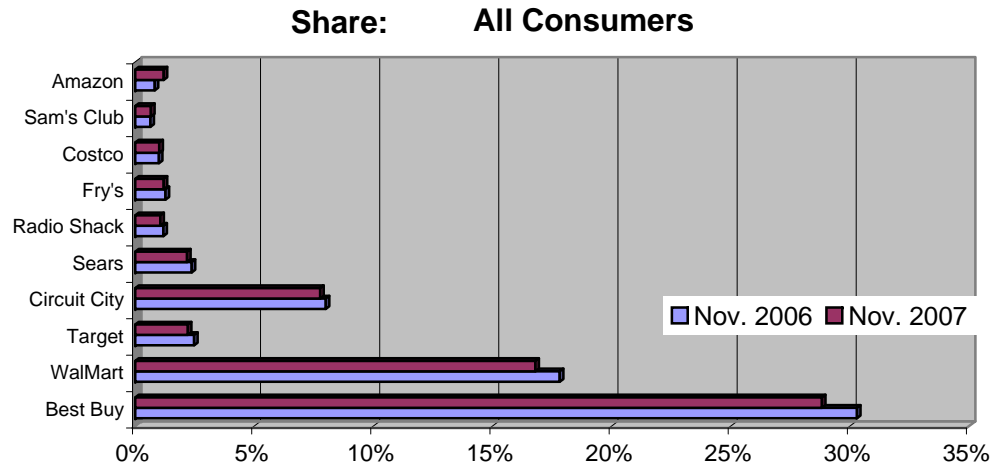
Consumer Segment: All Consumers (18+)

Period: November 2007 v. November 2006

Share: Percentage of consumers in the Segment that Shop Most Often at the Retailer for this Category of Merchandise. Responses are unaided and are an indicator of Retailer Customer Loyalty.

Consumer Equity Index™ (CEI): Year over year index showing growth or decline of Consumer Preference Share. Index of 100 is flat, Index of 105 indicates 5% growth.

Store	All Consumers		Share +/-	CEI
	Share Nov. 2006	Share Nov. 2007		
Amazon	0.8%	1.2%	0.4	146.27
Sam's Club	0.6%	0.7%	0.0	103.85
Costco	1.0%	1.0%	0.0	101.80
Fry's	1.3%	1.2%	-0.1	94.06
Radio Shack	1.2%	1.1%	-0.1	89.54
Sears	2.4%	2.2%	-0.2	91.92
Circuit City	8.0%	7.8%	-0.2	97.02
Target	2.5%	2.2%	-0.3	89.38
WalMart	17.8%	16.8%	-1.0	94.24
Best Buy	30.3%	28.8%	-1.5	95.14



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Retail Category: Electronics (TV's-DVD's-etc.) (Shop at Most Often)

Consumer Segment: <\$50K Income

Period: November 2007 v. November 2006

Share: Percentage of consumers in the Segment that Shop Most Often at the Retailer for this Category of Merchandise. Responses are unaided and are an indicator of Retailer Customer Loyalty.

Consumer Equity Index™ (CEI): Year over year index showing growth or decline of Consumer Preference Share. Index of 100 is flat, Index of 105 indicates 5% growth.

Store	<\$50K Income		Share +/-	CEI
	Share Nov. 2006	Share Nov. 2007		
Amazon	0.8%	1.2%	0.4	146.53
Fry's	0.9%	1.0%	0.1	117.00
Kmart	0.9%	0.8%	0.0	96.12
Radio Shack	1.5%	1.5%	0.0	97.04
Target	2.5%	2.5%	-0.1	97.15
Circuit City	7.1%	7.1%	-0.1	98.79
Sam's Club	0.7%	0.6%	-0.1	86.36
WalMart	24.7%	24.3%	-0.3	98.60
Sears	3.1%	2.5%	-0.5	83.04
Best Buy	27.8%	25.9%	-1.8	93.38

