

NATIONAL RESTAURANT ASSOCIATION SHOW 2011

VERIFICATION OF DISTRIBUTION

DATES OF EVENT: May 21, May 22 and May 23, 2011

LOCATION: McCormick Place, Chicago, IL

DISTRIBUTION VERIFICATION: RESTAURANT DAILY NEWS

OSER COMMUNICATIONS GROUP, INC.

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SURVEY METHODOLOGY

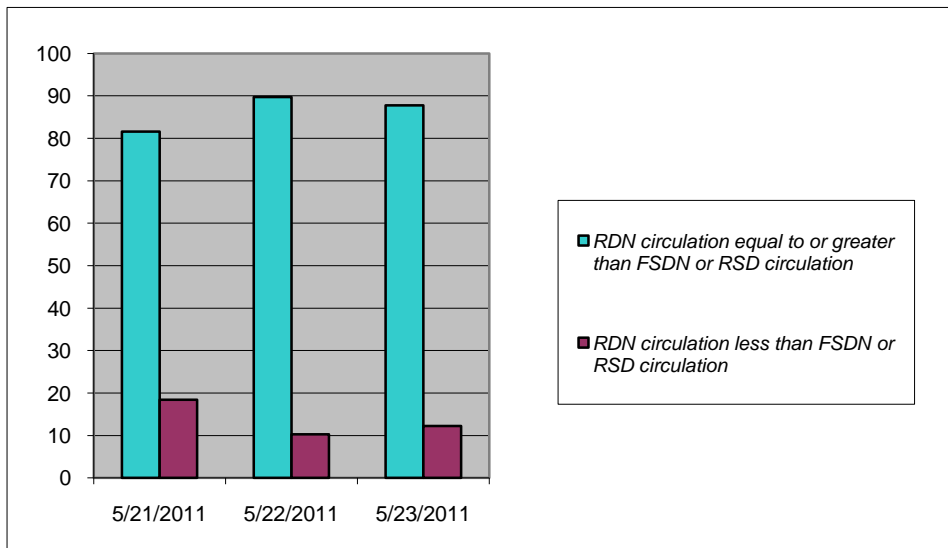
This report is a third party verification of the daily distribution of publications associated with the National Restaurant Association Show 2011. The hotels contacted for this report were on a list, provided by Oser Communications, of participating hotels with agreements to redistribute Restaurant Daily News magazines. Hotels were required to complete detailed distribution and confirmation of receipt reports which were faxed through upon completion of the task.

We have examined fax forms detailing receipt and redistribution of magazines related to the National Restaurant Association Show 2011. In addition, follow-up phone interviews were conducted between May 25 and June 10. An examination of all printing invoices, courier and delivery receipts associated with Restaurant Daily News has been conducted.

CIRCULATION OF RESTAURANT DAILY NEWS (RDN) COMPARED TO FOOD SERVICE DAILY NEWS (FSDN) & RESTAURANT SHOW DAILY (RSD) CIRCULATION

Comparisons are made only for hotels where circulation was established for two or more publications.

Date	RDN circulation equal to or greater than FSDN or RSD circulation		RDN circulation less than FSDN or RSD circulation				%
		%					
21-May-11	33	83	7				18.42
22-May-11	35	90	4				10.26
23-May-11	36	88	5				12.2

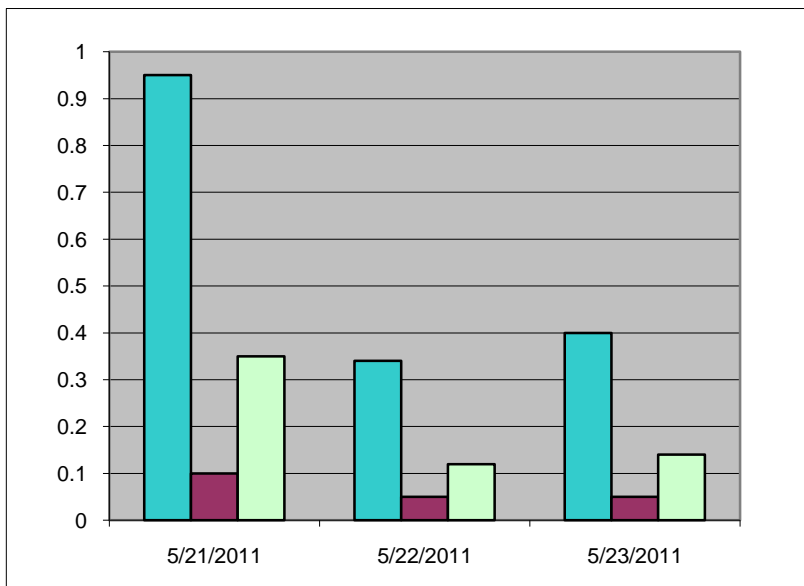


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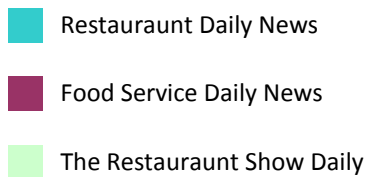
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RECEIPT OF MAGAZINE

Date	Magazine	Established Receipt	%
05/21/11	Restaurant Daily News	38	95%
	Food Service Daily News	4	10%
	The Restaurant Show Daily	14	35%
05/22/11	Restaurant Daily News	34	87%
	Food Service Daily News	5	13%
	The Restaurant Show Daily	12	31%
05/23/11	Restaurant Daily News	40	98%
	Food Service Daily News	5	12%
	The Restaurant Show Daily	14	34%



Established Receipt



This report is an independent third party verification of distribution conducted by iPacesetters audit team. The research and survey procedures are conducted in accordance to accepted independent auditing standards. iPacesetters certifies the accuracy of all data in this report.