

# NATIONAL RESTAURANT ASSOCIATION SHOW 2010

## VERIFICATION OF DISTRIBUTION

**DATES OF EVENT:** May, 22nd, 23rd, 24th, 2010

**LOCATION:** McCormick Place, Chicago, IL

**DISTRIBUTION VERIFICATION:** RESTAURANT DAILY NEWS  
OSER COMMUNICATIONS GROUP, INC.  
1877 North Kolb Road  
Tucson, AZ 85715  
Phone: (520) 721-1300 • Fax.: (520) 721-6300  
www.oser.com

## SURVEY METHODOLOGY

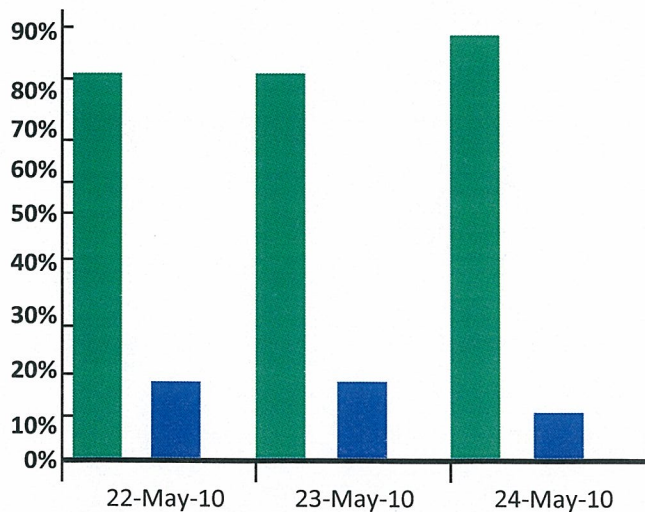
This report is a third party verification of the daily distribution of publications associated with the National Restaurant Association Show 2010. The hotels contacted for this report were on a list, provided by Oser Communications, of participating hotels with agreements to redistribute Restaurant Daily 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 2010. In addition, follow-up phone interviews were conducted on May 26, May 27 and May 28, 2010. 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 that provided data 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	%
22-May-10	29	80.6	7	19.4
23-May-10	29	80.6	7	19.4
24-May-10	32	88.9	4	11.1



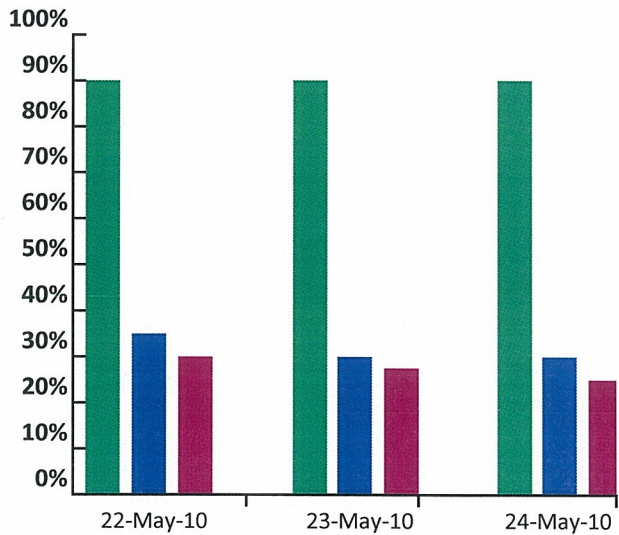
■ Restaurant Daily News circulation equal to or greater than FSDN or RSD circulation  
■ Restaurant Daily News circulation less than FSDN or RSD circulation

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## VERIFICATION OF DISTRIBUTION

### RECEIPT OF MAGAZINE

Date	Magazine	Established Receipt	%
22-May-10	Restaurant Daily News	36	90%
	Food Service Daily News	14	35%
	The Restaurant Show Daily	12	30%
23-May-10	Restaurant Daily News	36	90%
	Food Service Daily News	12	30%
	The Restaurant Show Daily	11	27.5%
24-May-10	Restaurant Daily News	36	90%
	Food Service Daily News	12	30%
	The Restaurant Show Daily	10	25%



Established Receipt

- Restaurant Daily News
- Food Service Daily News
- The Restaurant Show Daily

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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.