

Q. Operating Costs by Breakdown: 2010 to 2014F - Exhibit 2

Please provide a breakdown of the heading “Advertising” for 2010 Actual to 2014 Forecast detailing the specific breakdown of media used or forecast to be used.

A. Table 1 shows the breakdown of “Advertising” costs by media type for 2010 Actual to 2014 Forecast.

Table 1
Breakdown of Advertising by Media Type
2010 to 2014F
(\$000’s)

	2010	2011	2012F	2013F	2014F
Television	485	227	260	496	216
Radio	100	116	133	185	239
Print & Online	460	305	465	480	711
Professional Fees	140	167	132	130	149
Point-of-Purchase and Other	73	67	111	164	264
Total	1,258	882	1,101	1,455	1,579