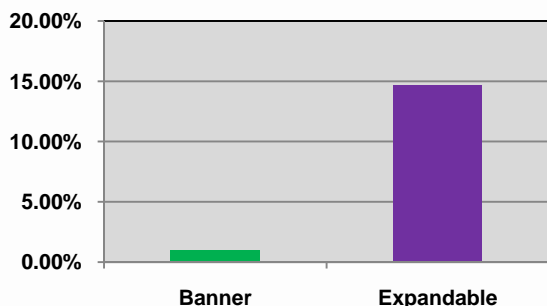


## Automotive Vertical Performance by Ad Format

Listed below is data gathered from a recent sampling of EyeWonder's ad campaigns in the Automotive vertical. This report analyzes performance of automotive ads by ad format. Banner and Expandable Rich Media units are compared across four main industry metrics.

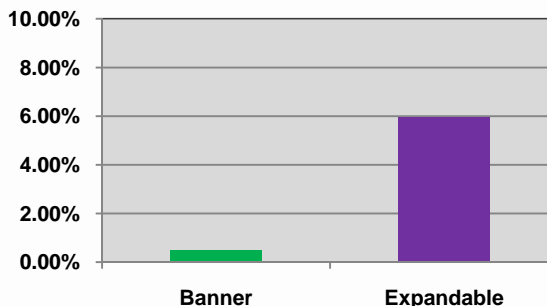
Ad Format :	Interaction Rate (Total)	Interaction Rate (Unique)	Average Interaction Time	Click-Through Rate
Banner	0.26% average	0.20% average	18.33 seconds	0.18% average
Expandable	14.66% average	5.94% average	12.45 seconds	0.24% average

Average Interaction Rate (total) by Ad Format  
Automotive Vertical – Q1 2010



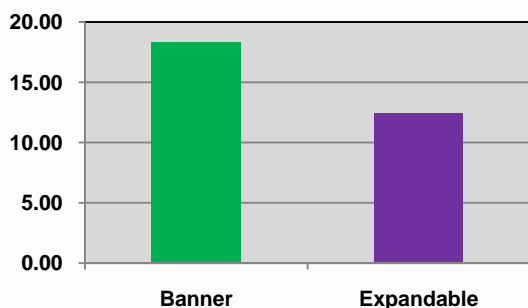
(Total Interactions / Total impressions)

Average Interaction Rate (unique) by Ad Format  
Automotive Vertical – Q1 2010



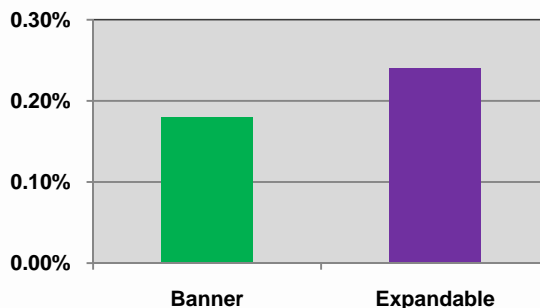
(Unique Interactions / Total Impressions)

Average Interaction Time (seconds) by Ad Format  
Automotive Vertical – Q1 2010



Sum of (Weight of Unique Interactions \* Avg Total Time)

Average CTR by Ad Format  
Automotive Vertical – Q1 2010



(Total Click-Throughs / Total Impressions)

NOTE: Above quantitative data is only behavioral in nature and does not reflect qualitative factors including creative design and campaign objectives. Campaign objectives differ by campaign and will produce varying results depending on the chosen goals.