



VoiceTrak

The most comprehensive source of local ad spending data

Detailed reporting on competitive spending in every U.S. market across every local medium.

VMS' VoiceTrak Report provides a unique view of competitive spending in all 210 U.S. DMAs. VoiceTrak offers spending intelligence across every local medium, which can help fill gaps in local market data provided by nationally syndicated sources.

The VoiceTrak Report was developed to give advertisers a better view of local competitive conditions through an exhaustive survey of every significant media vehicle in every local market. While syndicated monitoring sources may cover a relative handful of media vehicles in major markets, VoiceTrak surveys can cover hundreds. Even in the smallest DMAs, VMS provides coverage of 6 local media types, while syndicated data providers track only television expenditures.

Unparalleled Coverage

VMS' local media coverage is unmatched by any other advertising monitoring service. In addition to all 210 major U.S. markets, VMS' VoiceTrak service surveys over 9,000 local media outlets, including 1,200+ television stations, 350+ cable systems and interconnects, 5,000+ radio stations, 1,500+ local newspapers and business journals, and 100+ local magazines. VMS also provides uniquely detailed ethnic market coverage and reporting capabilities with full coverage of the Hispanic media.

Unsurpassed Depth

In addition to the most recent spending data, the VMS VoiceTrak database provides nearly 20 years of historical advertising data. VMS can help you generate expenditure reports using any combination of variables — including timeframes, competitors and media — as well as provide detailed analytics that make historical trends and patterns easy to evaluate. All of which enable you to analyze and view data from any perspective — giving you the data you need to support critical investment and media mix decisions.

Customized Reporting

VMS can monitor and report on any market, sub-market, or combination of markets, letting you view and analyze your competitive environments from any perspective — so you can spot trends, combat threats and create opportunity. You can even integrate data you have gathered from external sources. VMS' experienced specialists can compile any data into one cohesive, actionable report and deliver it to you with the speed and accuracy your business demands.

Los Angeles Hispanic Historical Spending by Advertiser

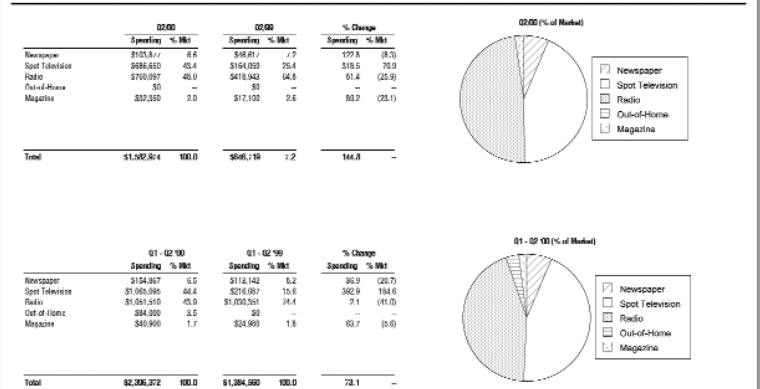
3rd Qtr '98 - 2nd Qtr '00

| 2nd Qtr '00 Rank / Advertiser | Spending | | | | | | | | | | Year to Year % Change |
|-------------------------------|--------------------|--------------------|------------------|------------------|--------------------|------------------|--------------------|------------------|--------------------|--------------------|-----------------------|
| | 03/98 | 04/98 | 01/99 | 02/99 | Year Total | 03/99 | 04/99 | 01/00 | 02/00 | Year Total | |
| 1 Bank of America | \$620,917 | \$445,709 | \$280,125 | \$11,005 | \$1,277,006 | \$238,058 | \$238,282 | \$175,204 | \$529,755 | \$1,141,797 | (3.2) |
| 2 Washington Mutual | \$333,927 | \$534,006 | \$148,060 | \$90,790 | \$1,202,910 | \$190,091 | \$287,143 | \$97,899 | \$524,942 | \$1,208,499 | 0.2 |
| 3 Wells Fargo | \$156 | \$567,858 | \$8,140 | \$16,796 | \$592,110 | \$4,250 | \$485,966 | \$380,016 | \$197,281 | \$1,054,187 | 790.0 |
| 4 Bancorner | \$0 | \$84,012 | \$0 | \$400 | \$84,412 | \$72,734 | \$88,962 | \$0 | \$128,215 | \$584,091 | 595.0 |
| 5 Union Bank | \$285,782 | \$106,045 | \$84,533 | \$285,799 | \$772,069 | \$42,125 | \$8,300 | \$88,280 | \$80,150 | \$238,073 | (80.0) |
| 6 Seawest Bank California | \$/17 | \$850 | \$1,076 | \$1,618 | \$1,998 | \$7,148 | \$0 | \$31,146 | \$48,404 | \$89,758 | 1159.0 |
| 7 GreenPoint Bank | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$2,289 | \$16,600 | \$17,889 | -- |
| 8 Santa Barbara Bank & Trust | \$4,487 | \$2,284 | \$5,481 | \$2,006 | \$12,019 | \$2,905 | \$1,405 | \$1,245 | \$1,210 | \$10,072 | 28.1 |
| 9 Inland Bank | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | -- |
| 10 Chase | \$770 | \$11,167 | \$21,218 | \$10,550 | \$48,005 | \$0 | \$18,707 | \$1,000 | \$7,000 | \$21,707 | (50.0) |
| 11 Westbank Puerto Rico | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$1,000 | \$0,000 | \$4,000 | -- |
| 12 First Federal S&W | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$9,000 | \$1,000 | \$6,000 | -- |
| 13 Fidelity Federal | \$9,405 | \$1,872 | \$2,875 | \$2,019 | \$8,003 | \$9,692 | \$7,019 | \$5,259 | \$2,229 | \$5,989 | 4.0 |
| 14 Home Bank | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$1,999 | \$1,999 | \$0,499 | -- |
| 15 First Union | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$1,808 | \$1,808 | -- |
| Other | \$210,555 | \$91,494 | \$87,600 | \$354,445 | \$672,935 | \$59,854 | \$46,255 | \$34,460 | \$5,755 | \$129,295 | (80.0) |
| Total | \$1,487,489 | \$1,445,439 | \$737,841 | \$646,739 | \$4,317,468 | \$672,731 | \$1,086,488 | \$413,280 | \$1,692,974 | \$4,608,891 | 0.7 |

| 2nd Qtr '00 Rank / Advertiser | Share of Total (% of Market Spending) | | | | | | | | | | Year to Year % Change |
|-------------------------------|---------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------------------|
| | 03/98 | 04/98 | 01/99 | 02/99 | Year Total | 03/99 | 04/99 | 01/00 | 02/00 | Year Total | |
| 1 Bank of America | 41.7 | 17.0 | 31.5 | 1.6 | 29.1 | 35.9 | 14.6 | 21.5 | 33.5 | 26.0 | (14.1) |
| 2 Washington Mutual | 22.4 | 45.9 | 20.9 | 15.1 | 28.1 | 28.1 | 30.5 | 18.1 | 35.9 | 29.7 | 0.4 |
| 3 Wells Fargo | -- | 18.5 | 1.1 | 2.5 | 6.8 | 0.7 | 20.1 | 47.5 | 12.5 | 26.1 | 293.7 |
| 4 Bancorner | -- | 0.6 | -- | 0.1 | 2.0 | 12.7 | 2.1 | -- | 8.0 | 11.7 | 495.0 |
| 5 Union Bank | 18.9 | 7.5 | 11.4 | 38.0 | 16.7 | 7.4 | 0.6 | 11.5 | 5.1 | 9.1 | (88.0) |
| 6 Seawest Bank California | -- | -- | 0.1 | 0.8 | 0.2 | 0.4 | -- | 3.9 | 8.7 | 2.0 | 193.0 |
| 7 GreenPoint Bank | -- | -- | -- | -- | -- | -- | -- | 0.3 | 1.0 | 0.4 | -- |
| 8 Santa Barbara Bank & Trust | 0.3 | 0.7 | 0.5 | 0.4 | 0.5 | 0.5 | 0.1 | 0.7 | 0.7 | 0.4 | 55.5 |
| 9 Inland Bank | -- | -- | -- | -- | -- | -- | -- | -- | -- | 0.2 | -- |
| 10 Chase | 0.1 | 0.6 | 2.9 | 1.6 | 1.0 | -- | 0.9 | 0.1 | 0.4 | 0.5 | (80.0) |
| 11 Westbank Puerto Rico | -- | -- | -- | -- | -- | -- | -- | 0.1 | 0.2 | 0.1 | -- |
| 12 First Federal S&W | -- | -- | -- | -- | -- | -- | -- | 0.2 | 0.2 | 0.1 | -- |
| 13 Fidelity Federal | 0.2 | 0.1 | 0.4 | 0.8 | 0.2 | 0.5 | 0.1 | 0.3 | 0.1 | 0.2 | -- |
| 14 Home Bank | -- | -- | -- | -- | -- | -- | -- | 0.2 | 0.1 | 0.1 | -- |
| 15 First Union | -- | -- | -- | -- | -- | -- | -- | -- | 0.1 | 0.1 | -- |
| Other | 16.1 | 6.8 | 11.9 | 29.8 | 15.6 | 9.2 | 2.9 | 3.0 | 0.4 | 2.6 | (52.1) |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | -- |

Los Angeles Hispanic Category Spending by Medium

2nd Qtr '00



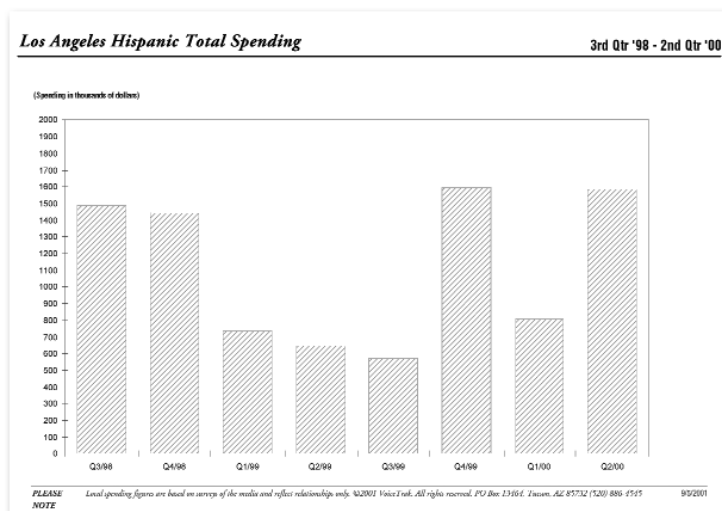
PLEASE Note: Total spending figures are based on voluntary surveys of the media and reflect relationships only. For an accompanying each market please consult our media participation. 9/5/00



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The most comprehensive source of local ad spending data

Detailed reporting on competitive spending in every U.S. market across every local medium.



VoiceTrak Features

- Historical spending data in key categories from 1995 to present
- Hispanic Spending Reports — In many markets Hispanic spending is substantial; VMS can provide separate tracking and reporting of spending in Hispanic media as part of our broader spending studies or as a stand-alone service
- Coverage of local media not covered by competitors
- Television, radio, newspaper, cable, outdoor and magazine in every market

VoiceTrak Benefits

- Critical intelligence on competitive spending in all of your markets
- Access to local market data not covered by broader measurements
- Integration of local and national data
- Improved resource allocation
- More accurate measures of campaign effectiveness
- Accurate assessment of your competitive position and share of voice in every market where you do business

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