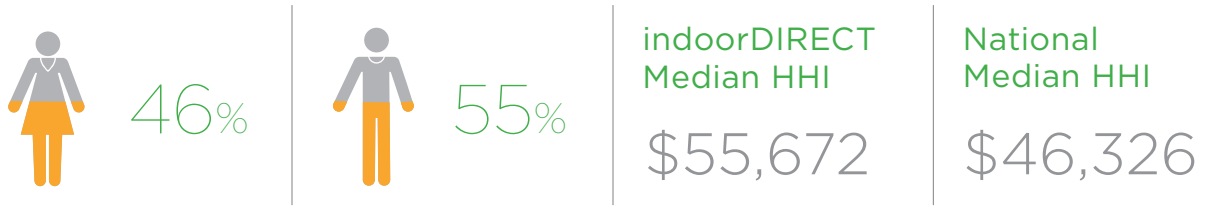
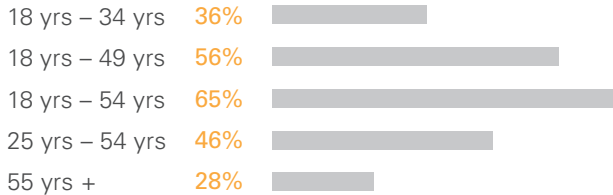


## indoorDIRECT Demographic



17% higher than National Median HHI

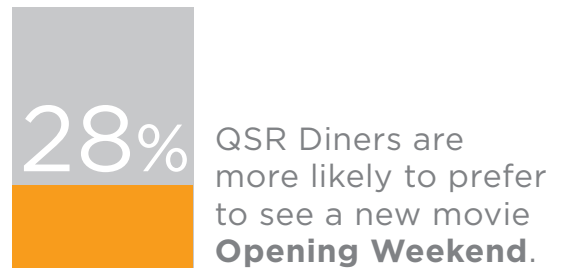
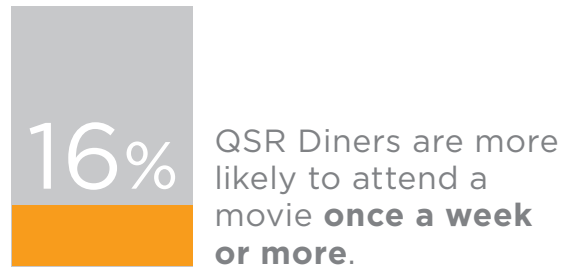
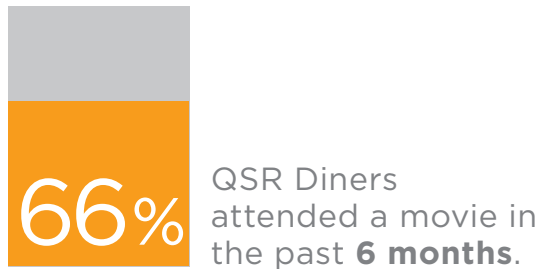
### Age Distribution



Source: 2009 Nielsen Audience Survey

## Movie Attendance

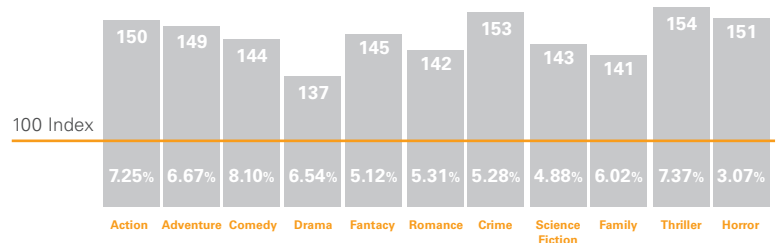
Quick-Service Restaurant (QSR) diners are 36% more likely than the average American to have gone to the movies 2 – 3 times in the past 90 days and are 28% more likely to see a new movie on opening weekend.



## Movie Attendance

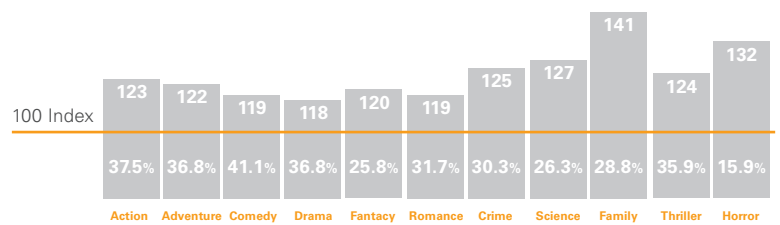
### Heavy Viewing

QSR diners are most interested in watching Comedies (8.10%) followed by Action (7.25%), Thrillers (7.37) and Adventure (6.67%). QSR Diners are also 54% more likely than the average American to have seen a Thriller in the last 90 days and 50% more likely to have seen an Action movie.



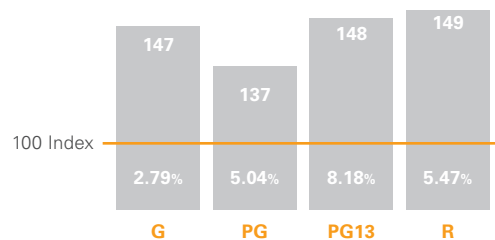
### Total Viewing

In the past 6 months, QSR Diners watched Comedies the most (41.08%) followed by Action (37.51%), Adventure (36.84%) and Drama (36.80%). QSR Diners are also 41% more likely than the average American to have seen a Family oriented movie in the last 6 months.



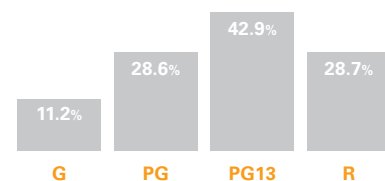
### Heavy Viewing

QSR Diners are more than 48% likely to have viewed a PG13 movie in the last 90 days as compared to the average American movie viewer.



### Total Viewing

The most viewed movie category by QSR Diners are PG13 movies with 43% having attended a PG13 movie in the past 6 months.



**Total Viewing** comes include any respondent who indicated they viewed a movie of a particular genre or rating at a movie theater in the last 6 months.

**Heavy Viewing** comes include those respondents who saw enough movies of a particular rating or genre to be in approximately the top 15% of those who viewed movies with this rating or genre.

Source: 2010 GfK MRI Market-by-Market

GfK MRI is the leading producer of media and consumer research in the United States and through extensive consumer surveys has developed an index of the American consumer's tendencies. An MRI Index of 100 represents the average American. An index number lower than 100 represents a lower tendency than the average American and an index higher than 100 represents higher tendency than the average American.

IndoorDIRECT Weighted Average based upon the current makeup of The Restaurant Entertainment Network.

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