

## Multicultural

As the U.S. population continues to diversify, advertising and marketing professionals are seeking more avenues to reach the quickly expanding multicultural market and to understand major trends affecting these consumers. At the end of 2011, indoorDIRECT's Restaurant Entertainment Network will be located in the nation's top multicultural markets consisting of Hispanic and African American TV markets.

In an effort to assist marketers and advertisers reach this developing demographic, The Restaurant Entertainment Network's show, theBITE, airs content surrounding Hispanic Heritage Month and Black History month. We also utilize the capabilities to run Spanish-speaking only advertising geo-targeted to our Hispanic viewers.

### Total Locations:

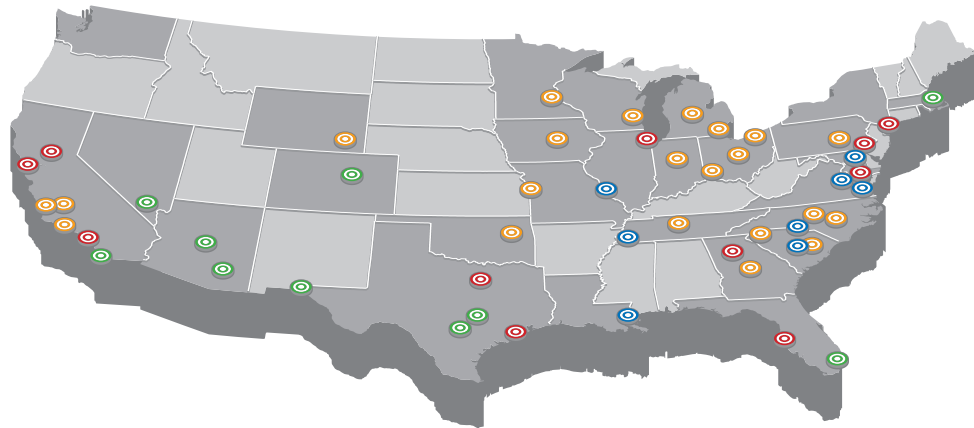
1,641

### Four Week Viewers:

4.8 Million

### Four Week Impressions:

5.5 Million



● Multicultural   
 ● African American   
 ● Hispanic   
 ● Other

### \*\*Audience Profile : Ethnicity

	12+	18-34
Caucasian	73.9%	69.1%
African American	19.7%	22.4%
Hispanic	14.7%	20.4%

### \*\*theBITE's Multicultural viewers...

#### ■ % Multicultural

#### ■ % Other

had a higher ad recall than other viewers.

63% 50%

agree it's a smart way to advertise.

74% 59%

were interested in tuning into a TV show advertised on theBITE.

76% 56%

were more likely to purchase a product or service advertised on theBITE than on their TV at home.

41% 28%

were more likely to purchase a product or service advertised on theBITE than at the movies.

45% 36%