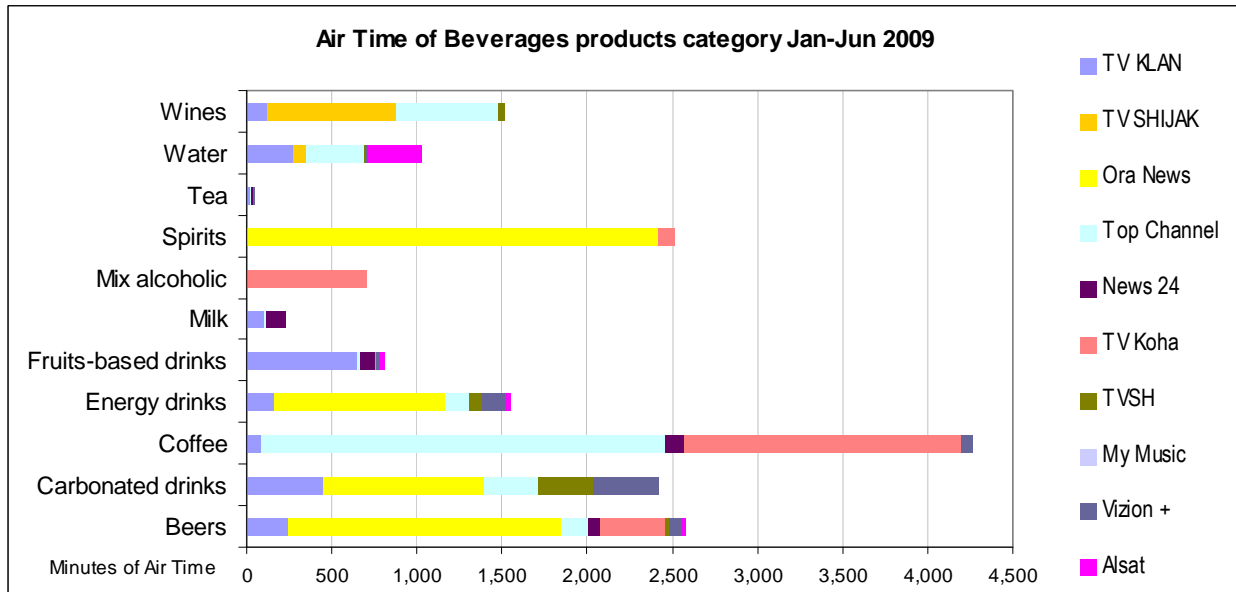




TV activity in the Beverages Product Category Period January- June, 2009

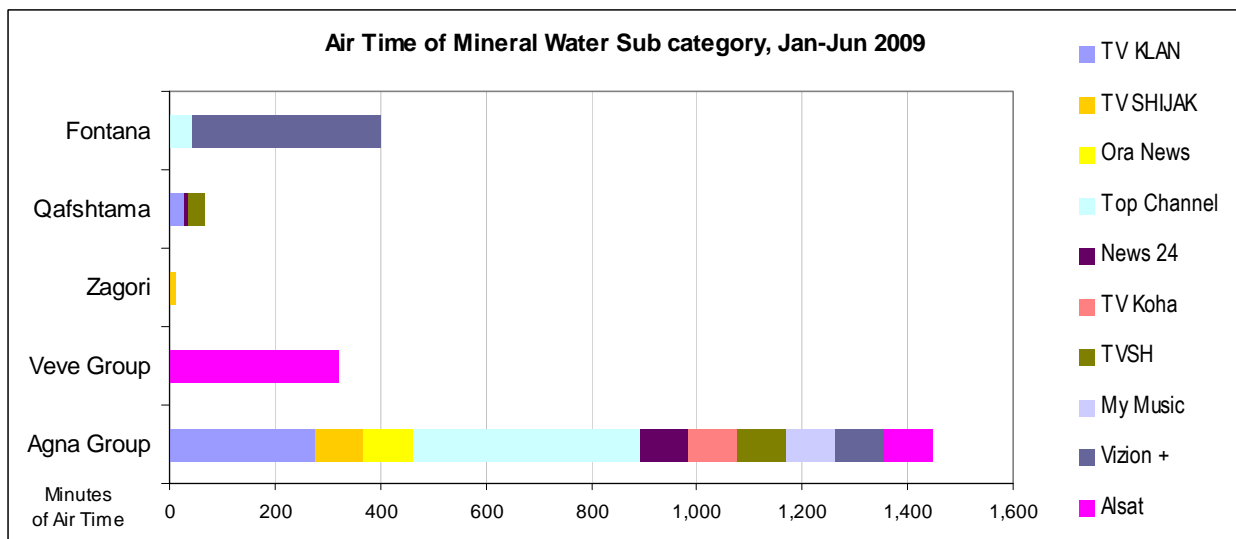
Beverages represent 15 % of total TV expenditures on the first half of 2009¹. Only Coffee, Beer, Carbonated drinks, Mix alcoholic and Spirits subcategories achieves 66% of total brand category air time.



Analyzing the Water sub category a multitude of parameters is considered including:

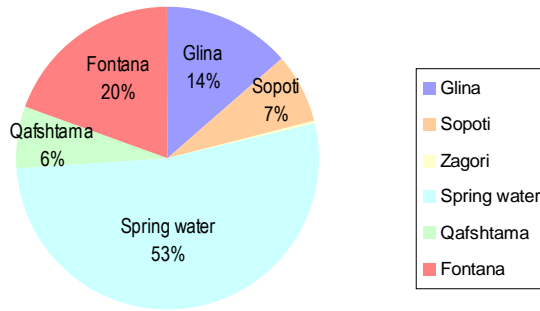
- Number of Advertising Events Aired regardless of its length
- Number of Equivalent 30 Seconds Commercial
- Cost of airing based in official rate card of TV Channels before discounts and rebates
- Accumulates GRP based in averages data of SM
- Weekends share (% of Advertising Events in the Saturday & Sunday)
- Quality Placement (% of Advertising Events First & Last in the TV advertising blocks)
- Day time placements (% of Advertising Events in Prime time)
- Channel Mix

In water sub-category, 5 Advertisers were present in TV from January to June 2009

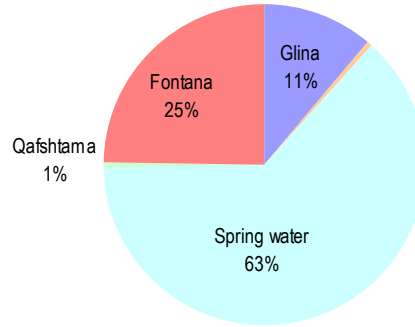


¹ The TV channel monitored represent 82% of total TV share

Water brands TV expenditures Jan-Jun 2009



Water brands TV GRP Jan-Jun 2009



Tv Klan, TV Shijak, Top Channel, News 24, TVSH, Vizion+, Alsat

Y. 2009			Period includes: Jan, Feb, Mar, Apr, May, Jun, ..									
Total Presence in: Tv Klan, TV Shijak, Top Channel, News 24, TVSH, Vizion+, Alsat												
Ad start	Brand Category	Brand Sub Category	Advertisers	Brands	Nr. of insertions	No. 30" spots	Cost Rate Cards Lek	GRP avr SM No	Weekend share %	Qual. Placem 1st or last %	Prime Time 19:00-23:00 %	
Jan-00	Beverages	Water	Agna group	Glina	997	415	9138660	3715	39%	16%	37%	
Jan-00	Beverages	Water	Veve Group	Sopot	643	643	4938450	128	32%	30%	0%	
Jan-00	Beverages	Water	Zagori	Zagori	23	23	153135	3	48%	43%	26%	
Jun-08	Beverages	Water	Agna group	Spring water	3010	1362	35110620	20966	35%	50%	18%	
Dec-08	Beverages	Water	Qafshtama	Qafshtama	60	180	4291920	204	0%	72%	28%	
Dec-08	Beverages	Water	Fontana	Fontana	1488	871	13032180	8204	12%	75%	6%	