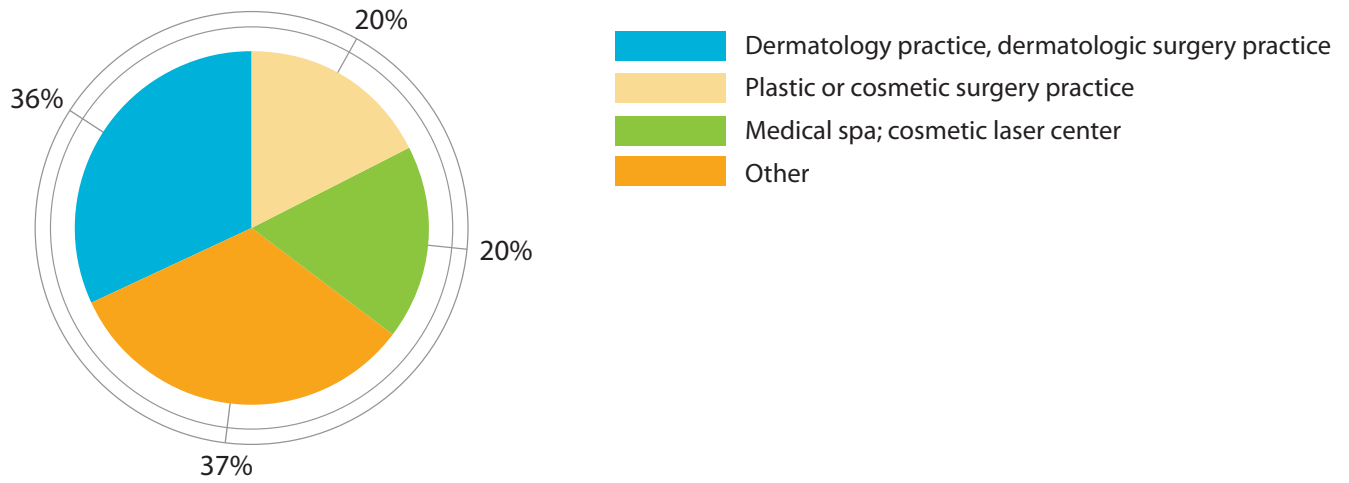
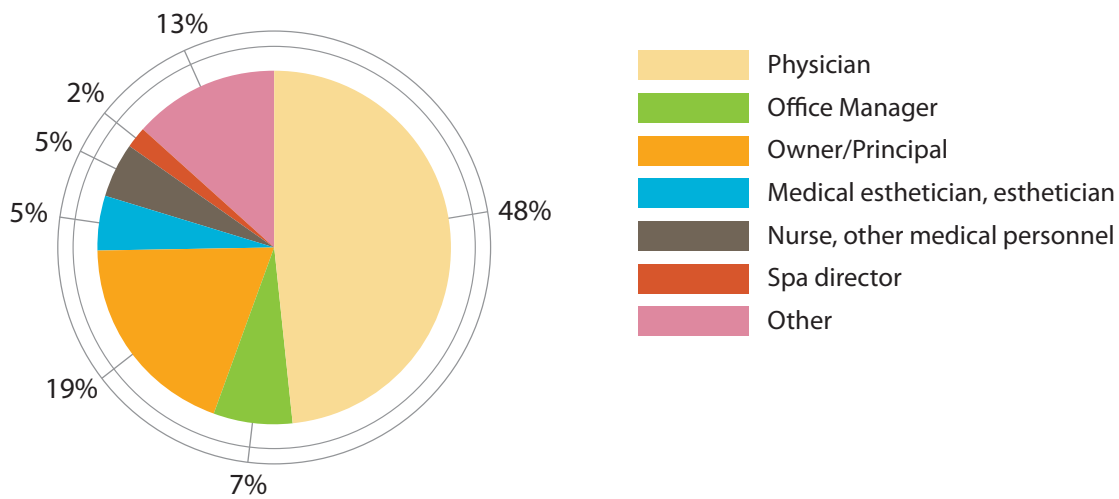


THE Aesthetic Guide conducted a survey of over 20,000 readers in February 2009. The survey results are illustrated below based on 454 survey respondents.

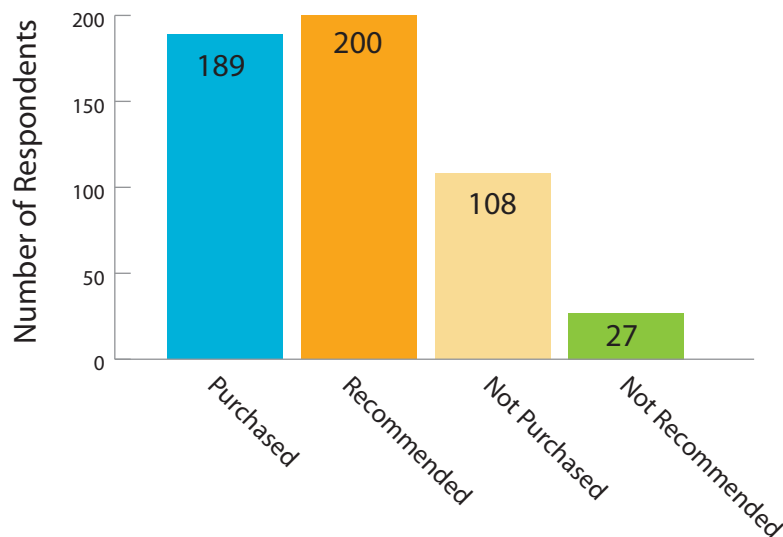
Types of practices that receive THE Aesthetic Guide that responded to the survey.



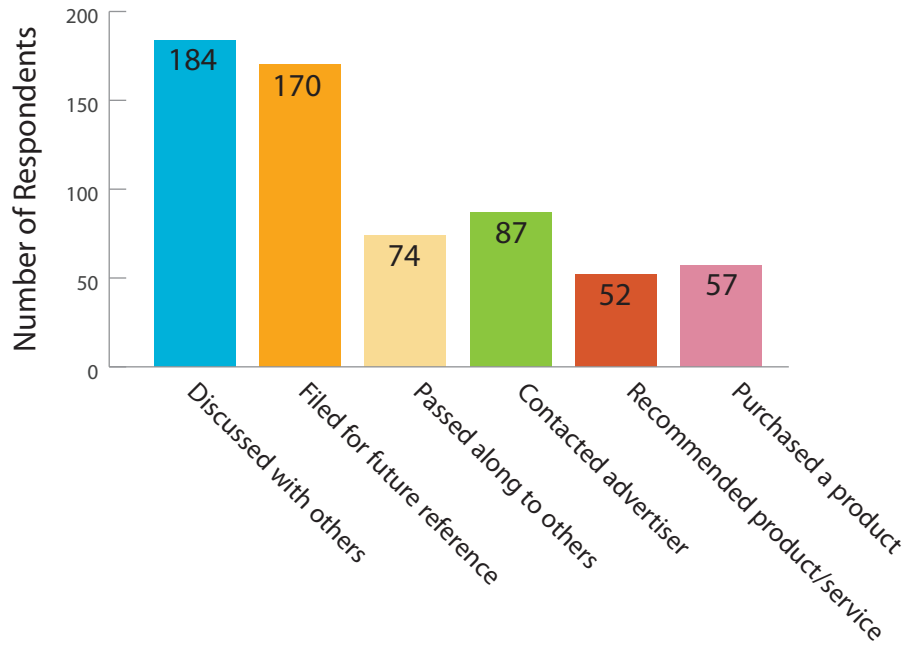
Job Titles of individuals that receive THE Aesthetic Guide that responded to the survey.



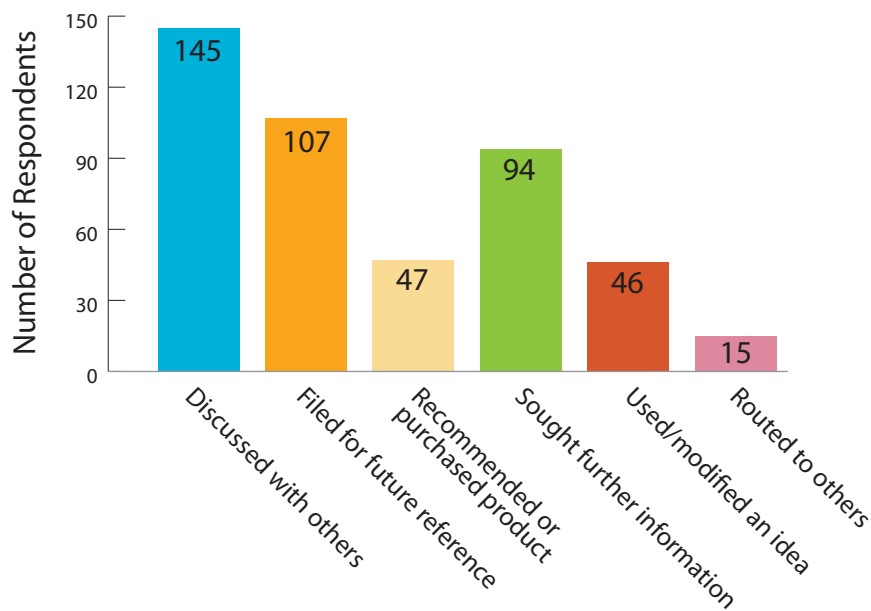
86% of readers say they have purchased or recommended products advertised in THE Aesthetic Guide



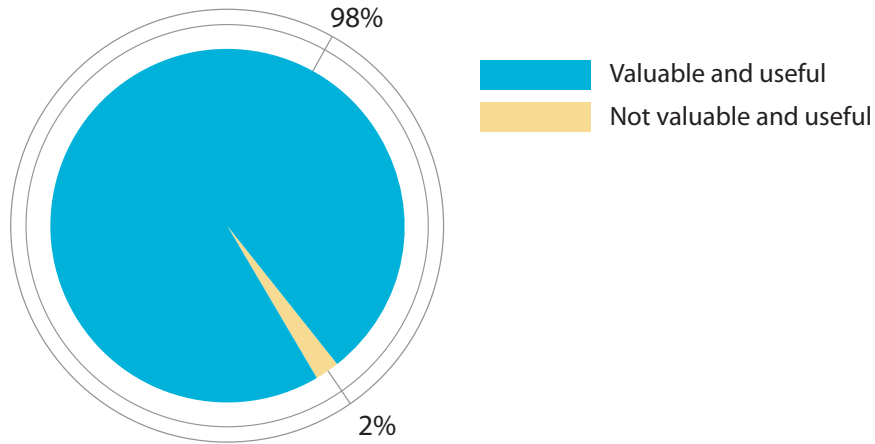
After viewing advertisements in THE Aesthetic Guide, 84% of readers either discuss products and services, contact advertisers, recommend products and services, and/or purchase a product a service.



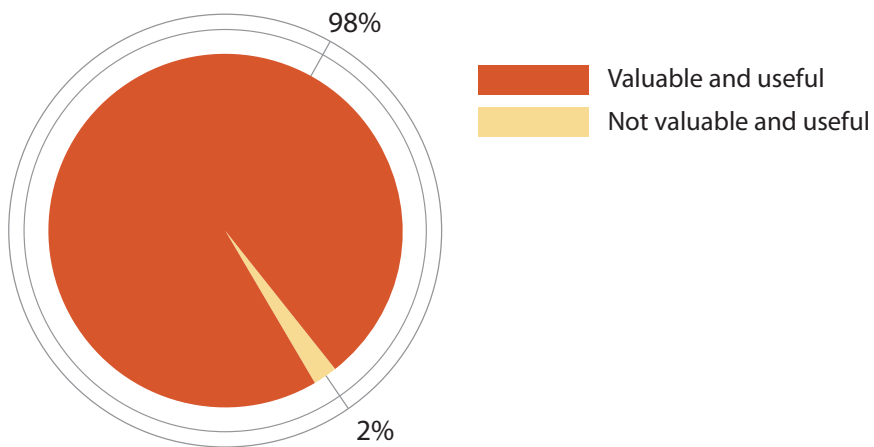
97% of readers who receive THE Aesthetic Guide either discuss, file for future reference, recommend or purchase a product, seek further information and/or use an idea.



98% of readers feel that THE Aesthetic Guide is a valuable and useful publication.



98% of readers feel that the editorial content of THE Aesthetic Guide is valuable and useful.



98% of readers feel that the visual appeal of THE Aesthetic Guide is appealing and fashionable.

