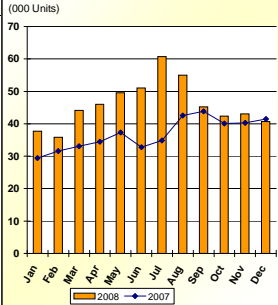


EGYPT\* - 2008

Millions US\$ 1139 ▲ + 23%

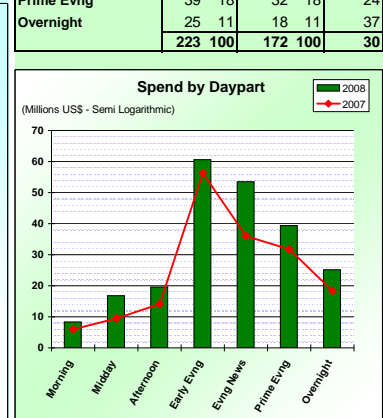
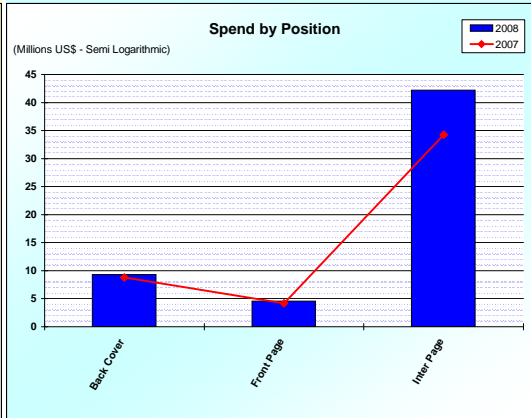
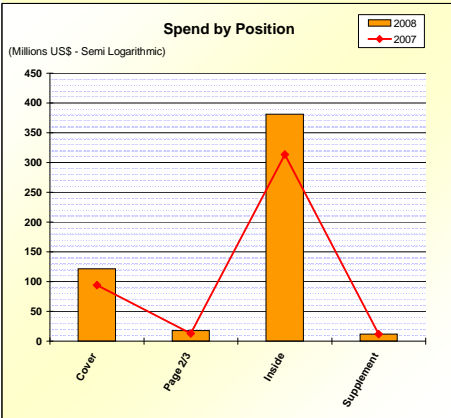
Thousand SESU 551 ▲ + 25%

**TOTAL MARKET ADVERTISING SPACE ALLOCATION**

Y2008/2007Var %	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)		OD - Metro	Ad Space & Seasonality (000 Units)
	2008	2007	% Var'n	2008	% Var'n	2008	% Var'n	2008	% Var'n		
January	37695	29401	28	2594	44	2174	3	9671	0	14632	
February	35871	31591	14	2706	23	2289	-21	7602	-21	14627	
March	44093	33098	33	3061	15	2363	-14	13379	63	15305	
April	46027	34429	34	2817	19	2726	-6	15160	125	14740	
May	49609	37308	33	2997	14	2500	-8	20075	126	14300	
June	51092	32823	56	3356	12	2819	-7	18454	272	14423	
July	60757	34862	74	3747	22	2983	13	25461	319	15233	
August	54982	42525	29	4100	44	2858	5	18544	73	14861	
September	45183	43883	3	2923	14	2374	-21	17132	20	14527	
October	42336	40066	6	2362	3	2466	3	13855	8	14357	
November	43045	40298	7	2581	-9	2263	5	16055	37	13067	
December	40717	41514	-2	2148	-17	2176	-51	14154	64	13322	
<b>Total</b>	<b>551406</b>	<b>441799</b>	<b>25</b>	<b>35392</b>	<b>15</b>	<b>29991</b>	<b>-11</b>	<b>189543</b>	<b>69</b>	<b>173396</b>	

Definition of SESU  
Newspaper - Half a Page    Magazine - One page    Television, Cinema & Video - 30 seconds    Radio - 60 seconds    Outdoor - 40 faces    \* - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS					MAGAZINES					TELEVISION - KSA Time							
Spend by Position (Millions US \$)	2008		2007		Var'n %	Spend by Position (Millions US \$)	2008		2007		Var'n %	Spend by Daypart (Millions US \$)	2008		2007		Var'n %
	Value	%	Value	%			Value	%	Value	%			Value	%	Value	%	
Cover	121	23	94	22	29	Back Cover	9	17	9	19	5	Morning	8	4	6	3	38
Page 2/3	18	3	13	3	37	Front Page	5	8	4	9	9	Midday	17	8	9	5	78
Inside	381	72	313	73	22	Inter Page	42	76	34	75	23	Afternoon	20	9	14	8	39
Supplement	12	2	12	3	-1						Early Evng	61	27	56	33	8	
<b>Total</b>	<b>528</b>	<b>100</b>	<b>429</b>	<b>100</b>	<b>23</b>		<b>55</b>	<b>100</b>	<b>46</b>	<b>100</b>	<b>21</b>	Evng News	53	24	36	21	49
											Prime Evng	39	18	32	18	24	
											Overnight	25	11	18	11	37	
											<b>Total</b>	<b>223</b>	<b>100</b>	<b>172</b>	<b>100</b>	<b>30</b>	



**TOP 30 LEAGUE OF Y2008 (000 US\$)**

Rank & Brand	JANUARY - DECEMBER		2 YEAR		MEDIA SPLIT % - JAN - DEC 2008			
	2008	2007	TOTAL	AVG	TV	NP	MG	OT*
1 Vodafone	33,026	24,464	57,490	28,745	22.32	37.23	3.73	36.72
2 Etisalat	30,415	30,077	60,492	30,246	22.78	35.94	2.26	39.02
3 Mobinil	24,523	31,849	56,372	28,186	8.88	48.28	3.86	38.99
4 Talaat Moustaf Group	18,349	16,279	34,628	17,314	29.03	43.37	1.12	26.48
5 Telecom Egypt	15,118	13,273	28,391	14,195	15.10	60.53	5.62	18.74
6 Pepsi	10,933	5,765	16,698	8,349	39.52	15.96	2.21	42.31
7 Ezdk	9,576	3,551	13,127	6,564	52.77	42.91	2.80	1.52
8 Nat'l B.egypt	8,930	10,460	19,390	9,695	6.99	82.99	3.27	6.75
9 Amer Group	8,400	1,971	10,371	5,185	11.90	62.70	1.63	23.77
10 Damac Properties	7,914	4,020	11,934	5,967	9.11	46.56	0.73	43.59
11 Degla Real S.inv	7,468	4,025	11,493	5,747	17.25	69.46	8.64	4.65
12 Coca Cola	7,109	5,519	12,628	6,314	37.75	21.80	1.26	39.18
13 Theatre Art.hse.	6,892	7,195	14,087	7,043	0.03	99.25	0.71	0.00
14 Banque Misr	6,607	5,097	11,704	5,852	23.74	40.63	2.23	33.40
15 Reading Festival	6,596	2,717	9,313	4,656	90.77	0.15	0.00	9.08
16 Chevrolet	6,489	4,642	11,131	5,566	20.86	53.34	1.69	24.12
17 Toshiba	5,405	3,929	9,334	4,667	20.66	43.09	0.58	35.67
18 Misr Insurance	5,316	2,310	7,626	3,813	35.99	15.79	1.19	47.02
19 Palm Hills	5,224	1,008	6,232	3,116	5.82	17.07	0.84	76.27
20 Hyundai	5,165	4,859	10,024	5,012	9.21	70.44	1.90	18.45
21 Egypt Air	5,102	5,042	10,144	5,072	12.35	67.36	7.25	13.06
22 Juhayna	4,978	2,970	7,948	3,974	40.29	22.18	2.62	34.91
23 Short Numb./s.d.	4,893	597	5,490	2,745	0.00	99.99	0.00	0.00
24 Sodic	4,643	797	5,440	2,720	0.00	20.42	16.17	63.41
25 Alexandria Bank	4,598	1,320	5,918	2,959	23.26	43.14	1.60	31.98
26 Nokia	4,562	4,545	9,107	4,554	8.41	35.04	6.70	49.86
27 Housing & Dev.	4,501	3,016	7,517	3,758	27.26	54.53	3.20	15.01
28 Samsung	4,326	1,444	5,770	2,885	0.00	62.20	3.81	33.98
29 Kiriazi	4,209	2,821	7,030	3,515	0.18	8.86	16.57	74.38
30 Nouval	3,942	3,175	7,117	3,558	8.85	0.00	0.14	91.01

\*OT=Radio+OutDoor+Cinema