

<b>PLANET BEACH COVER MODEL</b>						
<b>Rank</b>	<b>Market</b>	<b>HH%</b>		<b>TIME</b>		<b>%</b>
	<b>8/10/2012</b>	<b>GEN'L</b>	<b>AFF</b>	<b>PERIOD</b>	<b>STATION</b>	<b>CLEARED</b>
1	New York	6.484	IND	7/14 7p	WKOB	6.484
1	New York	0.000	IND	7/1 2:30p	WVH	0.000
2	Los Angeles	4.889	IND	9/9 6p	KFLA	4.889
3	Chicago	3.047	IND	9/8 1p	WPVN	3.047
5	Dallas	2.243	IND	7/11 6p	KATA/KODF	2.243
5	Dallas	0.000	IND	7/14 6p	K31GL	0.000
8	Washington DC	2.059	IND	5/19 12p	WJAL	2.059
9	Atlanta	2.000	IND	9/8 2p	WTBS	2.000
10	Houston	1.906	IND	7/14 6p	KUVM	1.906
11	Detroit	1.607	ABC	5/27 4p	WXYZ	1.607
12	Seattle	1.580	IND	7/11 4p	KUSE	1.580
18	Cleveland	1.321	IND	9/9 9p	WIVM	1.321
19	Orlando	1.278	IND	5/20 3p	WYKE	1.278
20	Sacramento	1.211	IND	7/11 4p	KBTY	1.211
21	St. Louis	1.094	IND	6/27 6p	KNLC	1.094
22	Portland OR	1.038	IND	5/20 12p	KWVT	1.038
24	Raleigh-Durham	0.997	IND	7/1 2:30p	WYBE/WNCR	0.997
25	Charlotte	0.995	IND	9/8 2p	WHKY	0.995
29	Nashville	0.894	IND	9/8 1p	WRTN	0.894
30	Hartford/New Haven	0.878	ABC	7/7 1p	WTNH	0.878
32	Columbus OH	0.814	IND	5/16 6p	WDEM	0.814
33	Salt Lake City	0.809	NBC	TBD	KENV	0.809
34	Milwaukee	0.792	IND	6/27 6p	WMKE	0.792
35	Cincinnati	0.782	CBS/CW	5/19 1p	WKRC-DT	0.782
39	Birmingham	0.644	IND	5/20 3p	WOIL	0.644
40	Las Vegas	0.643	CBS	6/17 2p	KLAS	0.643
40	Las Vegas	0.000	IND	7/14 4p	KNBX	0.000
41	Harrisburg	0.636	CBS	7/7 1p	WHP	0.636
44	Oklahoma City	0.622	IND	9/9 8p	KSBI	0.622
45	Albuquerque	0.619	IND	9/8 12p	KYNM	0.619
49	Memphis	0.584	CW	6/16 6p & 6/23 3p	WLMT	0.584
55	Fresno	0.501	IND	5/16 4p	KJEO	0.501
58	Albany/Schen	0.481	IND	9/8 2p	WNMN	0.481
58	Albany/Schen	0.000	IND	5/16 7p	WNCE	0.000
62	Ft. Myers	0.440	FOX	7/8 4p	WFTX	0.440
64	Lexington	0.426	IND	9/9 9p	WOBZ	0.426
65	Charleston/Hunt	0.406	IND	9/8 2p	WHJC	0.406
67	Wichita	0.397	IND	7/3 7p	KCTU	0.397
67	Wichita	0.000	IND	9/8 1p	KSMI	0.000
68	Flint	0.394	IND	9/8 2p	WHNE	0.394
72	Des Moines	0.376	IND	7/1 1:30p	KDAO	0.376
74	Toledo	0.372	IND	5/20 3p	WFND/WNWO-DT	0.372
75	Springfield MO	0.369	ABC	6/24 2p	KSPR	0.369
78	Portland/Auburn	0.350	ABC	8/19 5p	WMTW	0.350
79	Rochester NY	0.348	IND	6/27 7p	WGCE	0.348
80	Huntsville/Dec	0.344	IND	6/27 7p	WTZT/WBCF	0.344
82	Champaign/Dec/Spring	0.337	IND	7/1 1:30p	WSPY	0.337
85	Madison	0.330	MY NET	7/7 3p	WISC-TV	0.330
85	Madison	0.000	IND	6/27 6p	WRPQ	0.000
86	Chattanooga	0.320	FOX	5/5 12p, 6/30 12p & 8/12 2a	WDSI	0.320
86	Chattanooga	0.000	CW	5/27 1p & 9/1 5p	WFLI	0.000
86	Chattanooga	0.000	MY NET	6/17 4a & 8/11 4p	EDSI	0.000
89	Cedar Rapids	0.300	FOX	7/1 12p & 8/26 12p	KFXA	0.300
90	Colorado Springs	0.299	IND	5/20 1p	KSPK	0.299
92	Savannah	0.292	FOX	6/17 4p, 7/1 4p, 7/15 4p & 8/5 4p	WTGS	0.292
93	Jackson MS	0.292	IND	6/27 6p	WBC	0.292
95	Burlington	0.282	IND	9/9 9p	WNMN	0.282
96	Tri Cities	0.282	NBC/CW	7/1 2p	WCYB/CW4	0.282
97	South Bend	0.281	CBS	6/16 2p	WSBT	0.281
98	Charleston SC	0.270	IND	6/27 7p	WJNI	0.270
100	Davenport	0.268	ABC	6/9 1p	WQAD	0.268
102	Johnstown/Altoona	0.257	IND	5/16 7p	WHVL	0.257
103	Florence/Myrtle	0.252	ABC/CW	5/5 2p	WPDE/WWMB	0.252
104	Evansville	0.251	IND	6/27 6p	WJTS	0.251
106	Tallahassee	0.238	FOX/CW	7/15 4p	WTLH/WTLF	0.238
107	Tyler	0.237	CBS	6/17 1p & 7/22 12p	KYTX/KYTX-DT	0.237
108	Reno	0.236	NBC	TBD	KRNV	0.236
110	Youngstown	0.230	CBS	6/2 12:30p	WKBN	0.230
111	Augusta	0.229	IND	6/27 7p	WBEB	0.229

112	Boise	0.228	IND	5/16 5p	KKJB	0.228
118	Macon	0.214	IND	6/17 5p	WPGA	0.214
119	Montgomery	0.214	IND	9/9 8p	WAAO	0.214
120	Traverse City/Cadillac	0.213	IND	6/27 6p	WLLZ	0.213
121	Eugene	0.210	IND	7/1 11:30a	KWVT	0.210
124	Lafayette LA	0.200	ABC	9/1 1p	KATC	0.200
125	Monterey/Salinas	0.195	IND	6/27 4p	KYMB	0.195
131	Chico/Redding	0.170	IND	9/8 11a	KGEC	0.170
131	Chico/Redding	0.000	IND	5/16 4p	KMCA	0.000
132	Wilmington	0.166	ABC	6/10 2p & 7/15 1p	WWAY	0.166
134	Rockford	0.161	IND	7/1 1:30p	WSPY	0.161
135	Wausau	0.158	ABC	6/24 2p, 7/7 12p & 9/1 12p	WAOW	0.158
136	Topeka	0.155	ABC	6/3 12p	KTKA	0.155
138	Columbia/Jeff City	0.154	IND	6/27 6p	KTVO	0.154
139	Duluth	0.152	ABC	8/19 12p	WDIO & WIRT	0.152
142	Wichita Falls/Lawton	0.140	ABC	6/10 2p	KSWO	0.140
146	Erie	0.138	ABC	6/24 1p	WJET	0.138
146	Erie	0.000	FOX	7/1 1p	WFXP	0.000
147	Sioux City	0.137	CW	8/19 12p	KTIV	0.137
148	Anchorage	0.136	MY NET	6/19 1p	KYES	0.136
148	Anchorage	0.000	IND	6/27 4p	KDMD	0.000
149	Joplin	0.134	IND	6/27 7p	KGCS	0.134
150	Albany GA	0.132	IND	7/1 2:30p	WSST	0.132
151	Odessa	0.127	FOX	5/20 12p	KPEJ	0.127
153	Rochester MN	0.127	NBC	9/1 1p	KTTT	0.127
159	Panama City	0.115	IND	6/27 7p	WBQP/WFBD-DT	0.115
160	Idaho Falls	0.112	NBC	TBD	KPVI	0.112
160	Idaho Falls	0.000	FOX	TBD	KFXP	0.000
161	Sherman/Ada	0.112	IND	6/27 5p	KTEV	0.112
162	Biloxi/Gulfport	0.112	IND	7/1 1:30p	WKFK	0.112
163	Gainesville	0.109	CBS	7/1 12a	WGFL	0.109
163	Gainesville	0.000	IND	7/1 7p	WYKE	0.000
166	Yuma/El Centro	0.098	NBC	TBD	KYMA	0.098
167	Hattiesburg	0.097	FOX	7/15 2p	WHPM	0.097
173	Rapid City	0.087	ABC	7/1 1:30p	KOTA	0.087
176	Jackson TN	0.083	FOX	5/19 4p	WJKT	0.083
180	Marquette	0.074	IND	7/1 1:30p	WRPQ	0.074
183	Charlottesville	0.065	CBS	5/5 12p	WCAV	0.065
184	Grand Junction	0.064	ABC	6/3 11a	KJCT	0.064
186	Meridian	0.061	FOX	7/15 2p	WGBC	0.061
187	Greenwood/Greenville	0.059	IND	7/1 2:30p	WPRQ	0.059
190	Great Falls	0.058	NBC	TBD	KBGF	0.058
195	Cheyenne	0.049	NBC	TBD	KCHY	0.049
196	Casper	0.049	NBC	TBD	KCWY	0.049
191	Twin Falls	0.057	IND	7/1 12:30p	KCJY	0.057
199	Ottumwa	0.042	IND	5/20 1p	KTVO	0.042
203	Zanesville	0.029	IND	7/1 2:30p	WMNO	0.029
207	Juneau	0.022	MY NET	6/19 1p	K17HC	0.022
206	Helena	0.024	NBC	TBD	KTVH	0.024
				<b>MARKETS = 104</b>		
				<b>STATIONS = 139</b>		
						<b>58.392</b>
<b>1</b>	<b>Cox Sports New England: 450,000 HHs</b>			7/1 2:30p		<b>0.450</b>
<b>2</b>	<b>Cox Sports Louisiana: 1.5 Million HH's</b>			5/18 11p, 5/19 9:30p & 5/20 11p		<b>1.500</b>
	Beginning 6/4, every Monday & Thursday 11p through broadcast window					
<b>3</b>	<b>Mid Atlantic Sports Network: 5.3 Million HH's</b>			5/19 3p		<b>5.300</b>
	<b>TOTAL US HH'S</b>					<b>65.642</b>
	<b>***As of 9/1/11, the Nielsen universe is 114,649,310 US households.***</b>					
	<b>Based on 58.392% coverage of over-the-air stations, the total number of US households equates to 66,946,025</b>					
	<b>Based on 7.250% coverage of cable networks, the total number of US households equates to 8,312,075</b>					
	<b>Total US Households = 75,258,100</b>					