



There's nothing quite like gold.

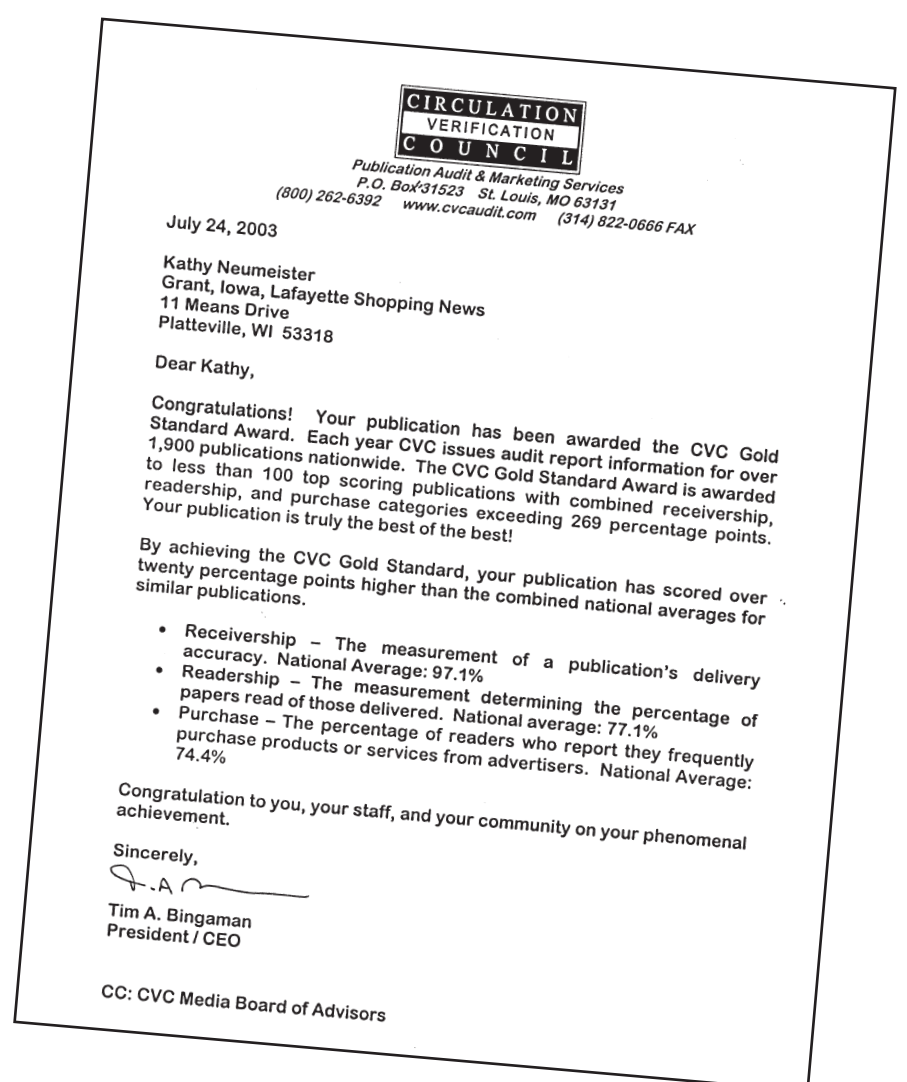
This past weekend, the *Grant, Iowa, Lafayette Shopping News* received the CVC Gold Standard Award at the Free Paper Super Conference held at the Lincolnshire, IL Marriott Resort.

Publisher Kathy Neumeister expressed her confident delight in receiving this coveted award, "Only the top 5% of the 1,900 publications audited receive this honor and it confirms what we already know. The *Shopping News* is a solid paper from start to finish. We've been providing results for readers and advertisers for over 50 years. This recognition reflects the way we do business. The real thank you goes to our readers and advertisers - who made it possible."

GOLD STANDARD PUBLICATION



Grant, Iowa, Lafayette
Shopping News
Results You Can Trust



The *Grant, Iowa, Lafayette Shopping News* is happy to announce our audited results exceeding the minimum requirements to receive the CVC Gold Standard Award. Our results in the category of Receivership, 99.5%; in the category of Readership, we received a 93.8%; and when asked the question of whether or not a respondent made purchasing decisions based on ads they read in the *Shopping News*, 80.8% said "Yes, they did make buying decisions based on ads they read in our *Shopping News*!"