

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





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July 24, 2003

Kathy Neumeister Grant, Iowa, Lafayette Shopping News Platteville, WI 53318

Dear Kathy,

Congratulations! Your publication has been awarded the CVC Gold Standard Award. Each year CVC issues audit report information for over to less than 100 top scoring publications with combined receivership, and purchase categories exceeding 269 percentage points.

By achieving the CVC Gold Standard, your publication has scored over twenty percentage points higher than the combined national averages for similar publications.

- Receivership The measurement of a publication's delivery accuracy. National Average: 97.1%
 Readership The measurement determining the percentage of papers read of those delivered. National average: 77.1%

 Purphase The percentage of readers who report they frequently Purchase – The percentage of readers who report they frequently purchase products or services from advertisers. National Average:

Congratulation to you, your staff, and your community on your phenomenal

Sincerely,

Tim A. Bingaman President / CEO

CC: CVC Media Board of Advisors

The Grant, Iowa, Lafayette Shopping News is happy to announce our audited results exceeding the minimum requirements to receive the CVC Gold Standand 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"!