



Music Downloads Drive Sale



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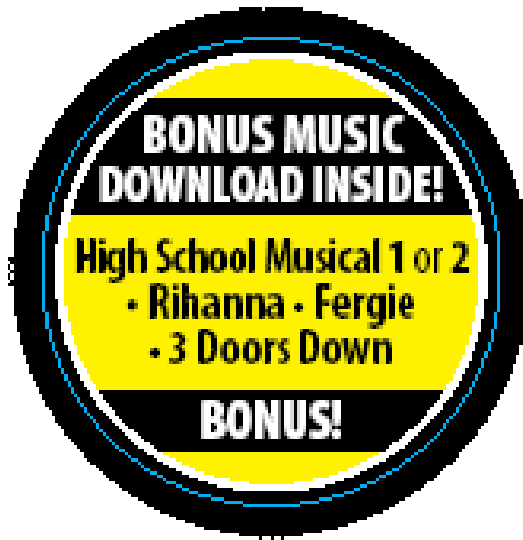
TEST

- Tested Elle September issue
- Offer: Free Music Download from a choice of 5 songs and artists
- Promoted offer on the cover with a sticker
- Bind in card inside the magazine had access code and directed consumer to a website



RESPONSE

- Test conducted in 7.5% of the draw (66K copies)
- 4,300 downloads redeemed
- 13% redemption rate on units sold and 6.5% on the draw
- Lift in sale more than paid for the cost of the downloads, sticker, and bind in card



Promotion

- Cover Sticker
- Bind in Card with Instructions and Claim Code

ELLE Exclusive

High School Musical 1 or 2
• Rihanna • Fergie • 3 Doors Down

Select One From a Six Song Playlist by the Above Artists

Go to <http://www.liquid.com/va/walmart/elle>
and click the "Enter Your Claim Code" button

ELLIWMVA08

Enter the above case sensitive code in the space provided on the redemption page.
Follow the instructions on the page. The bonus MP3 tracks will then be downloaded
to your computer courtesy of Wal-Mart Music. MP3 tracks will play on iPod® or any other MP3 player.

* Offer must be redeemed before 10/9/08 or your code will expire. Offer must be downloaded in the U.S. and is only available to persons aged 13 and older. Individuals 13-18 years old must be under the supervision of a parent or legal guardian. Wal-Mart Music requires Windows 2000, XP or Vista; Internet Explorer 6 (or later). For more detailed requirements, visit above URL. iPod® is a registered mark of Apple Inc.



TEST RESULTS

- Unit sales in the test (download) group up **+44%** vs. prior 8 month average
- Unit sales in control (non-download) group where up **+8%** vs. same prior period
- Overall “test group” experienced a **+36%** lift vs. control group
- Test group up **+62%** vs. same issue prior year while control down **-17%**



WOMAN'S DAY

- Tested March issue
- Offer: Free book (novel) download
- Promoted nationally on the cover
- Early results are encouraging