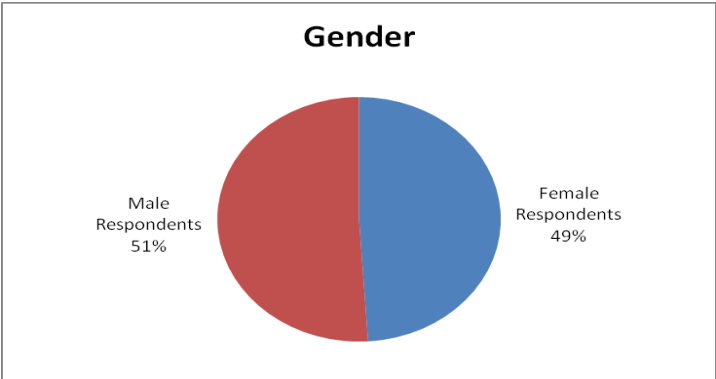


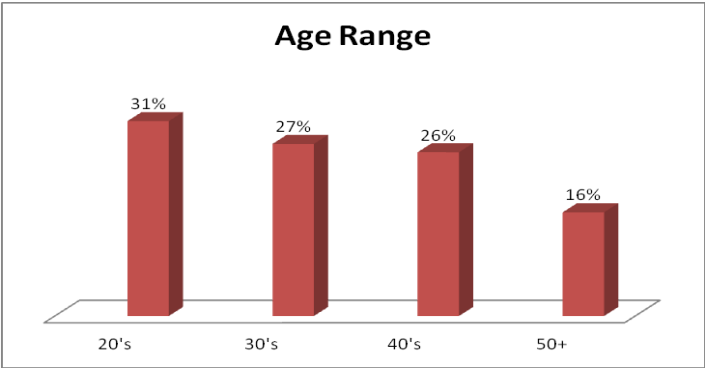
## MGM Qualitative Survey and Perception Analysis

### Methodology

A limited customer intercept survey was designed to determine the acceptance and impact of the Faucet Impressions units at MGM. In the final week of February 2012, the Faucet units were installed at the MGM and a robust sample of customers participated in the acceptance survey. The sample of 401 was equally balanced by gender.

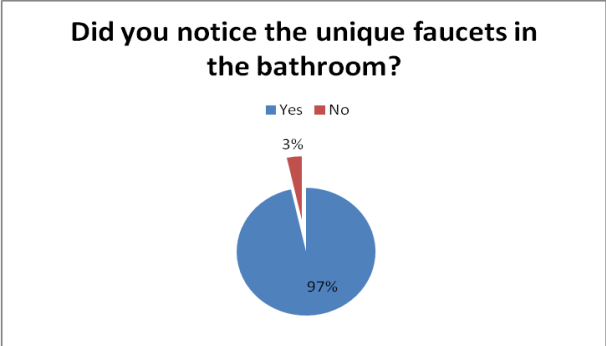


The age of the respondents was monitored to insure that the balance would represent the overall composition of the MGM customer. The final tabulation indicated a skew that was slightly younger than the population.

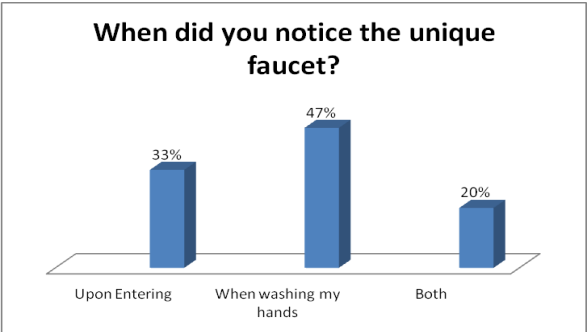


## Faucet Observation

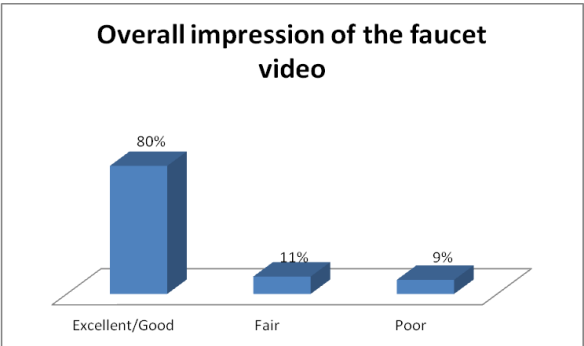
Of the 401 customers intercepted 387, or 97%, reported noticing the unique faucet.



The 387 were used as the base for the qualitative questions concerning the acceptance of the faucet. The first direct question concerned the placement of the units and when the customer noticed the units. This was a closed-end question that confirmed that the placement at the sink is a highly visible area in the washroom.



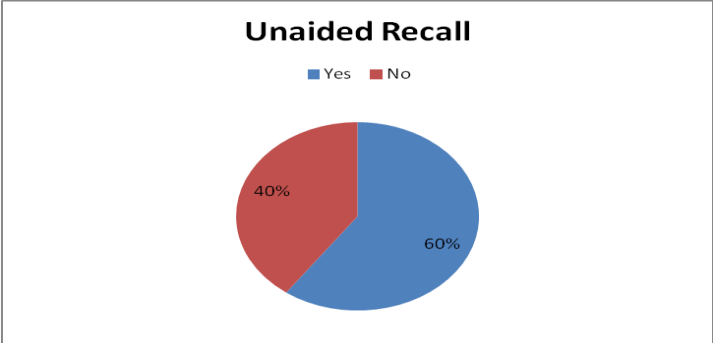
The overall impression of the faucet was extremely positive, with 80% rating the faucet as excellent or good and less than 10% rating it as poor. The comments included unique, cool and innovative.



# Murphy Media

## Advertising Recall

The most dramatic result of the intercept survey was the unaided recall of advertisers by name or content. A total of 60% of the respondents were able to identify the advertisers.



## Quantitative

The intercept survey clearly indicates the positive acceptance and effectiveness of the digital Faucet Impressions units. In fact, respondents offered very few negative remarks about the advertising placement environment. The survey also provided a sample for projecting the Impressions, Guest Viewing, Restroom Usage and Value.

# Murphy Media

## Placement and Value

The assumptions are conservative and should be confirmed during execution using door counters, secondary counts and faucet activation. The installation at MGM will be for full exposure of all guests in all 16 facilities. This approach will ensure that those entering and washing at the sink will be exposed to the advertising. If the loop is limited to 60 seconds, each restroom visitor should be exposed to all six advertisers in the loop.

This specific placement should command a premium \$60 per CPM, based on the positive comments on the enhancement of the placement and the extremely strong unaided recall.