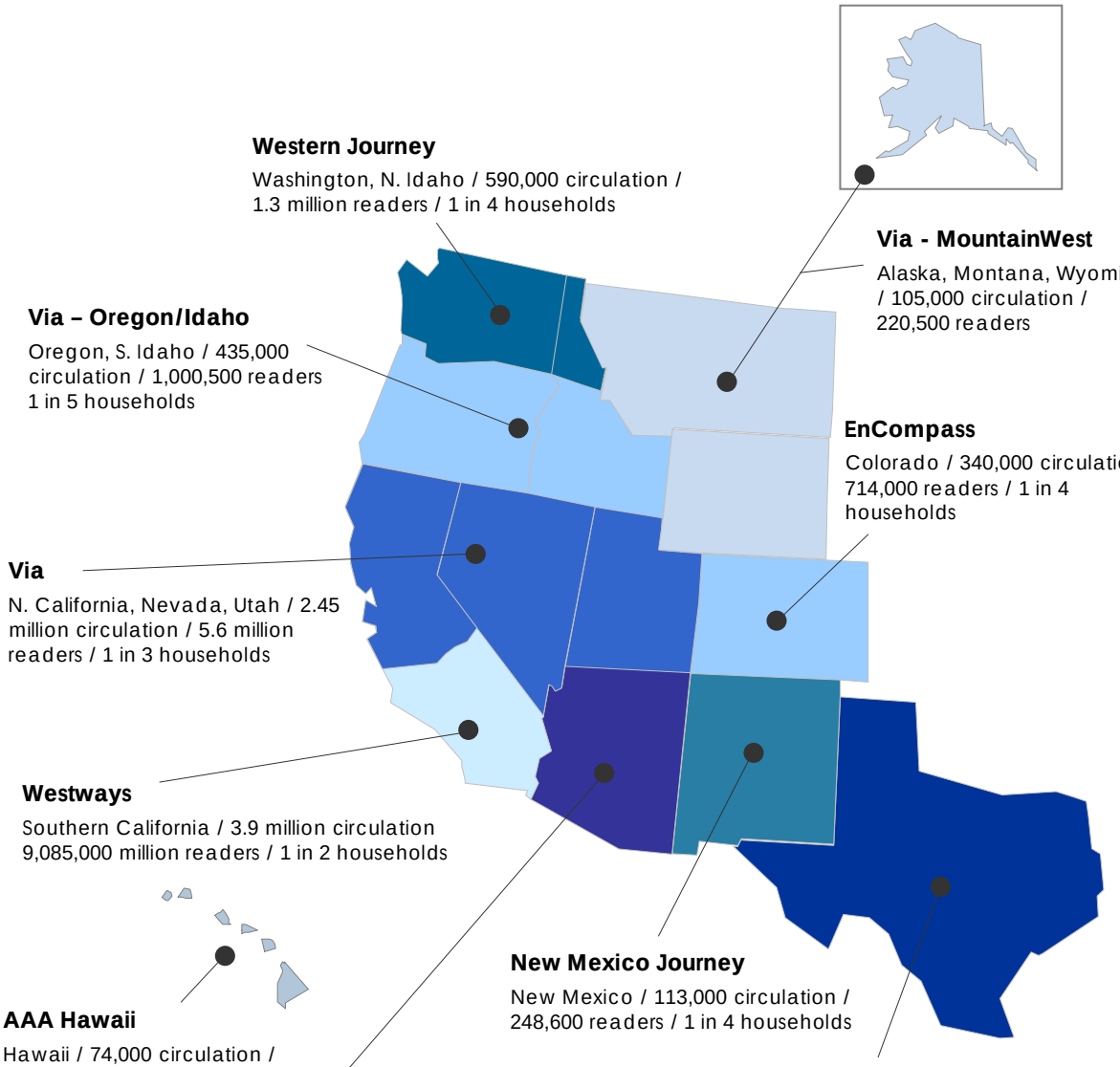
Superior market delivery

Reach 1/3 of ALL Western adults with AAA

2012



Western Journey
Washington, N. Idaho / 590,000 circulation / 1.3 million readers / 1 in 4 households

Via - MountainWest
Alaska, Montana, Wyoming / 105,000 circulation / 220,500 readers

Via – Oregon/Idaho
Oregon, S. Idaho / 435,000 circulation / 1,000,500 readers 1 in 5 households

EnCompass
Colorado / 340,000 circulation/ 714,000 readers / 1 in 4 households

Via
N. California, Nevada, Utah / 2.45 million circulation / 5.6 million readers / 1 in 3 households

Westways
Southern California / 3.9 million circulation 9,085,000 million readers / 1 in 2 households

New Mexico Journey
New Mexico / 113,000 circulation / 248,600 readers / 1 in 4 households

AAA Hawaii
Hawaii / 74,000 circulation / 155,400 readers

Highroads
Arizona / 490,000 circulation / 976,500 readers / 1 in 4 households

Texas Journey
Texas / 880,000 circulation / 1,848,000 million readers / 1 in 7 households

Source: 2011 Doublebase, Mediamark Research & Intelligence