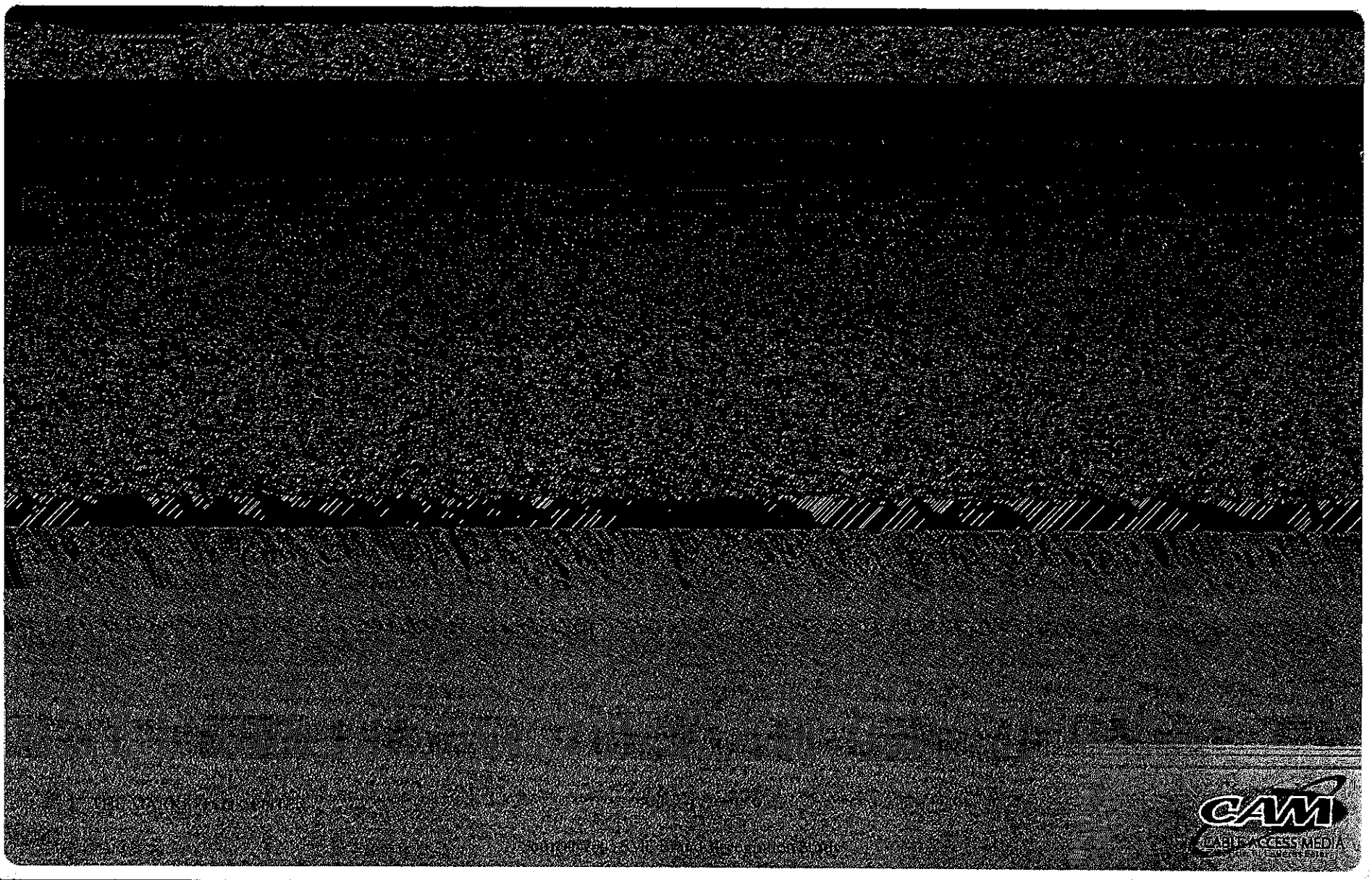
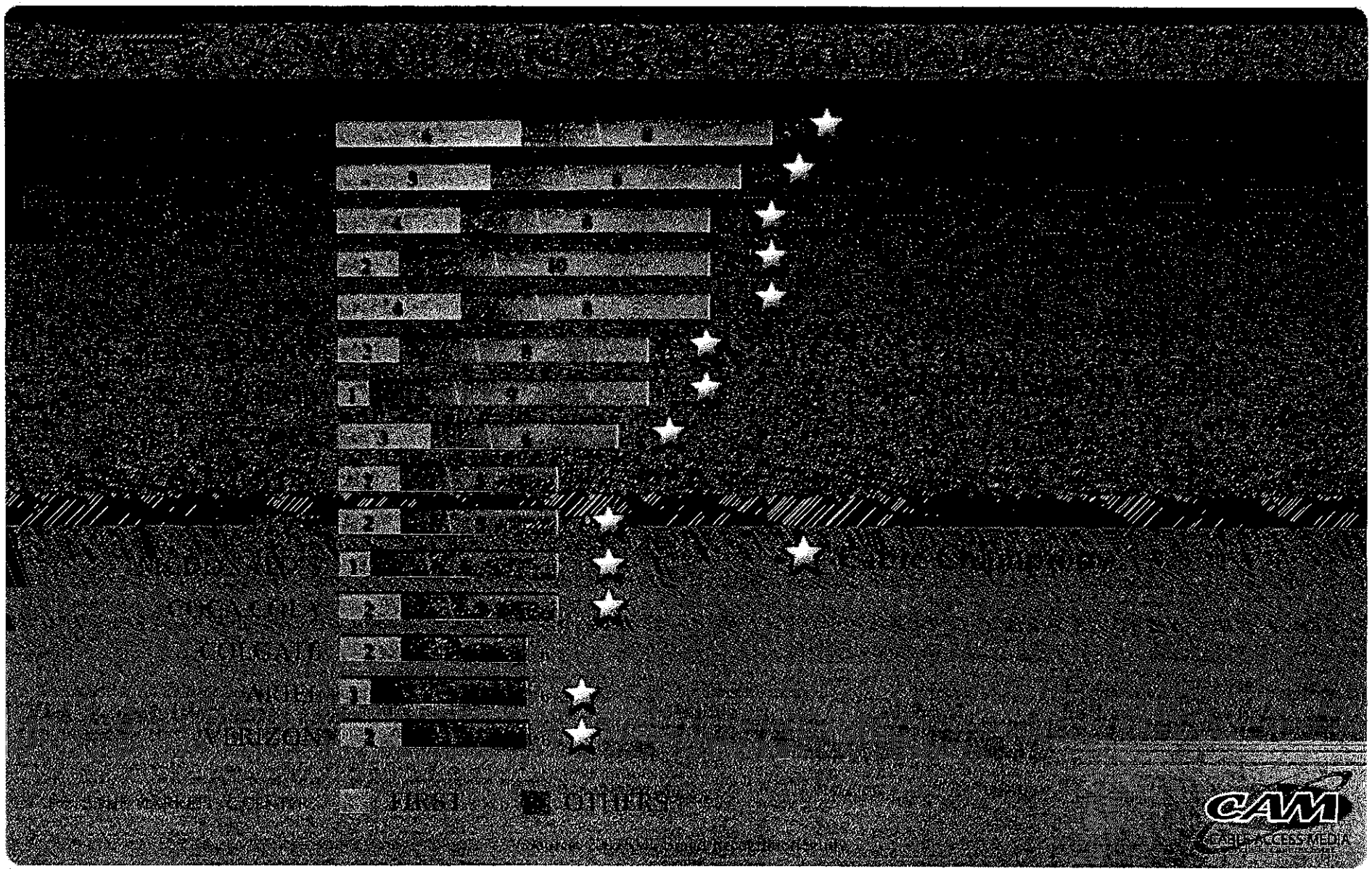
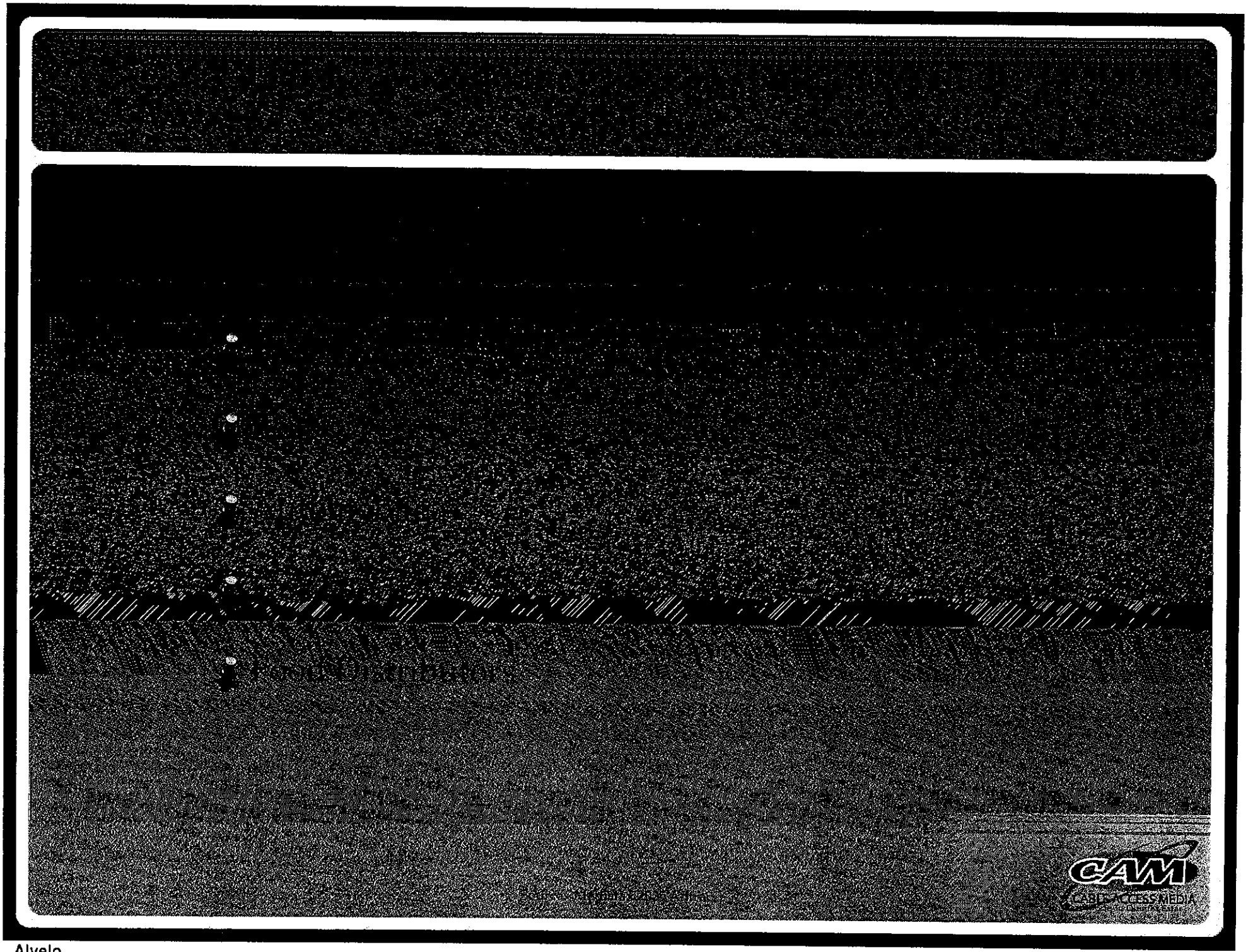
Second... Which brands have the highest recognition factor in PR?

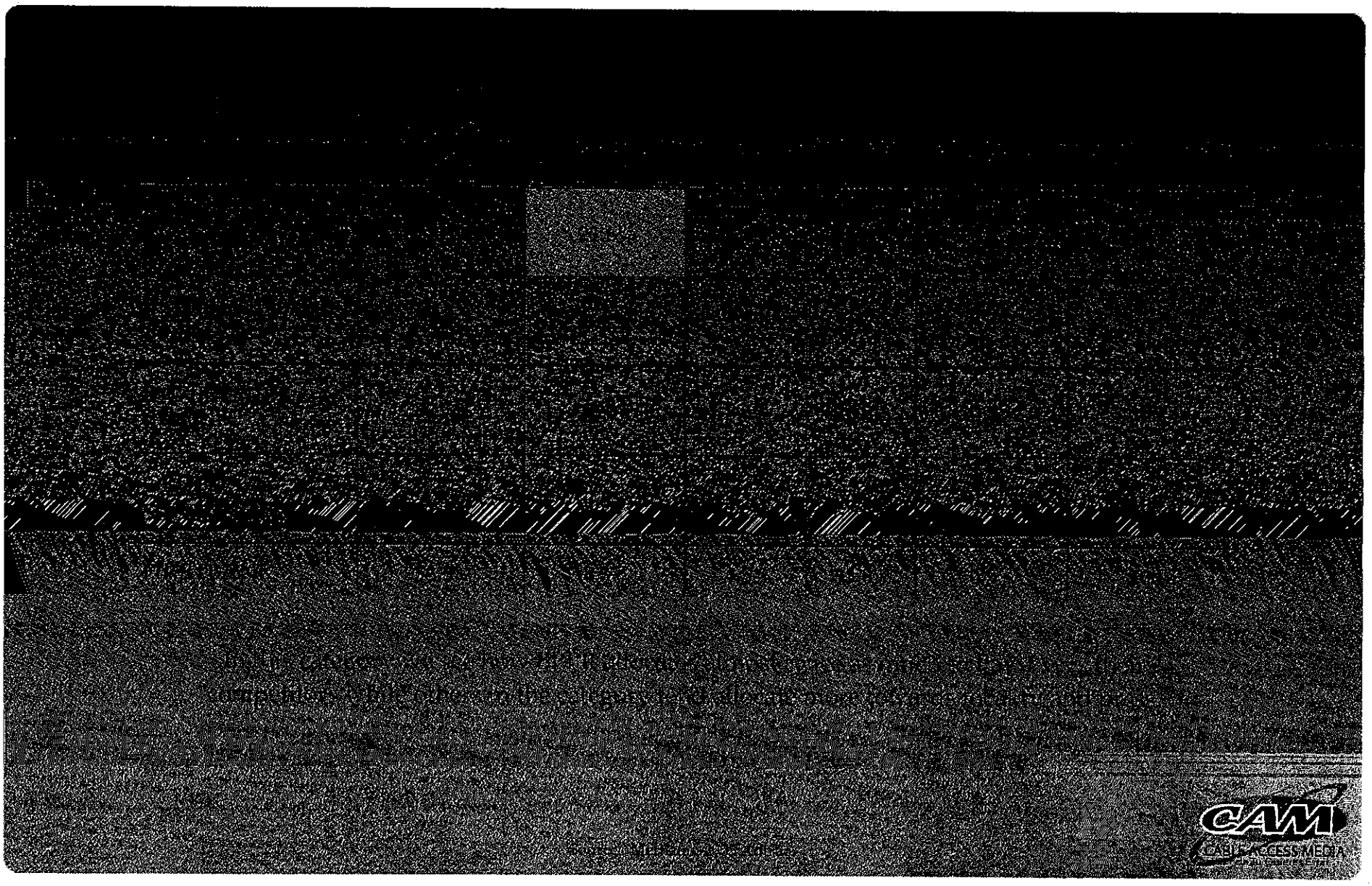


Second... Which brands have the highest recognition factor in PR?





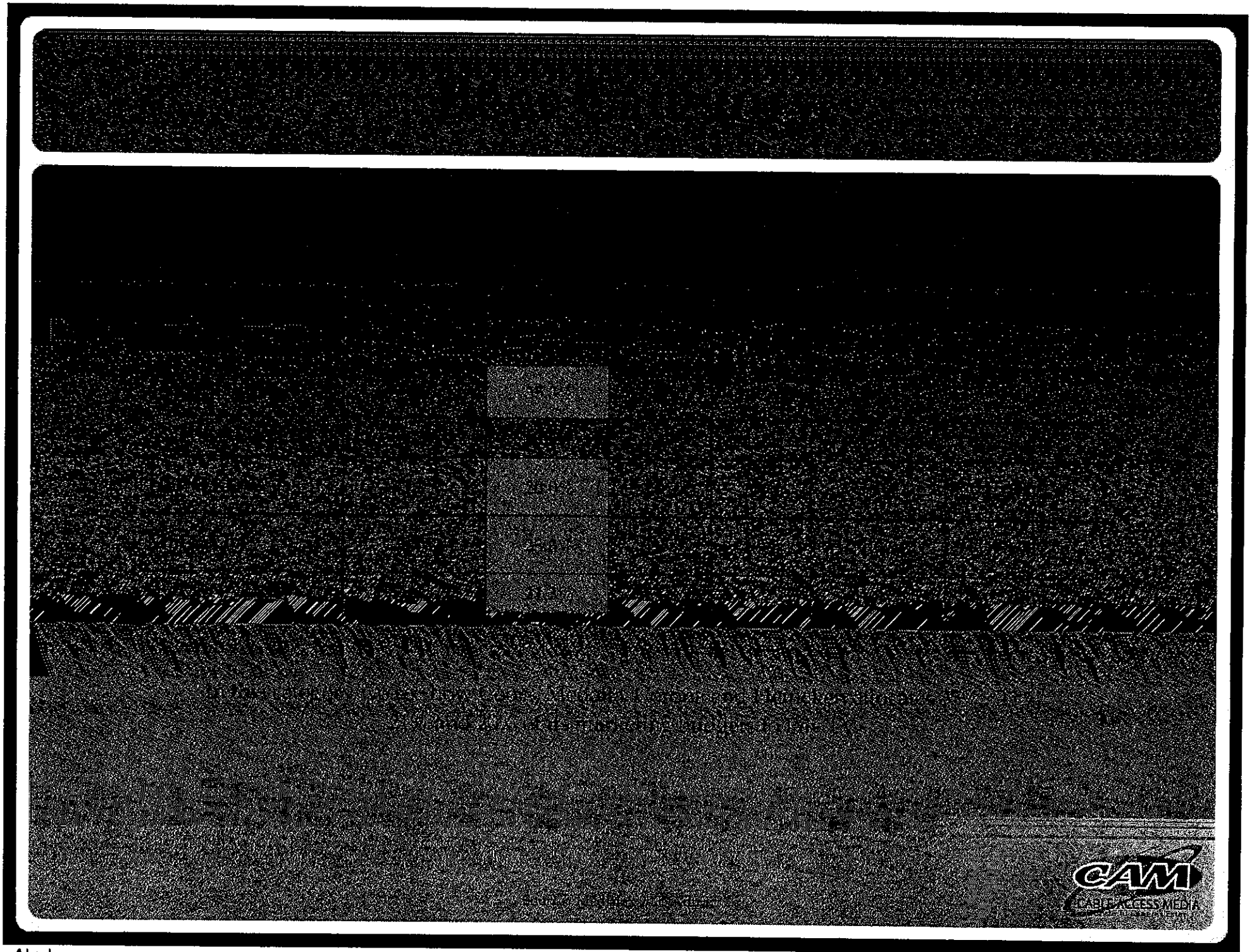
Alvelo


CAM
CABLE ACCESS MEDIA

	TV LOCAL (2,4,7,11)	CABLE	RADIO	PRESS	MAGAZINE	INVESTMENT
BANCO POPULAR DE PR	27.8%	[redacted]	6.8%	43.0%	0.8%	100%
BANCO BILBAO VIZCAYA	74.7%	0.5%	2.7%	21.6%	0.4%	100%
R-G PREMIER BANK	52.5%	12.6%	8.5%	26.0%	0.4%	100%
GRUPO SANTANDER	4.8%	0.0%	4.1%	90.8%	0.3%	100%
FIRSTBANK	53.3%	8.3%	4.5%	33.0%	0.9%	100%

CAM CABLE ACCESS MEDIA

Alvelo

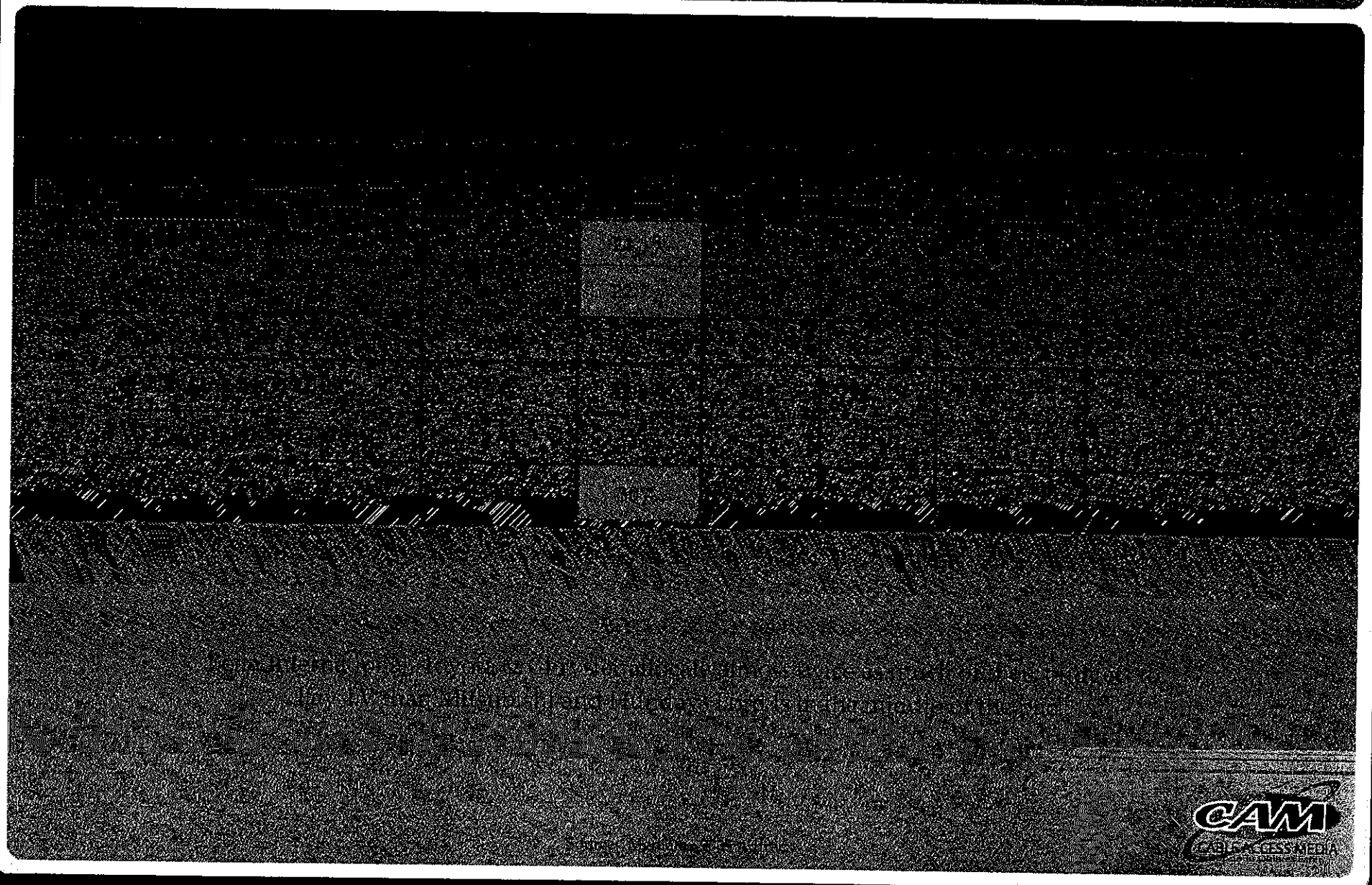


Alvelo

	TV LOCAL (2,4,7,11)	CABLE	RADIO	PRESS	MAGAZINE	INVESTMENT
COORS BREWING	55.8%	[illegible]	6.4%	1.7%	0.7%	100%
ANHEUSER BUSCH	80.9%	13.5%	2.4%	2.2%	1.0%	100%
HEINEKEN	73.2%	[illegible]	3.9%	2.4%	.7%	100%
MEDALLA	70.0%	[illegible]	0.8%	2.9%	1.0%	100%
CORONA (All)	58.2%	[illegible]	4.1%	14.7%	1.8%	100%

CAM
CABLE ACCESS MEDIA

Alvelo



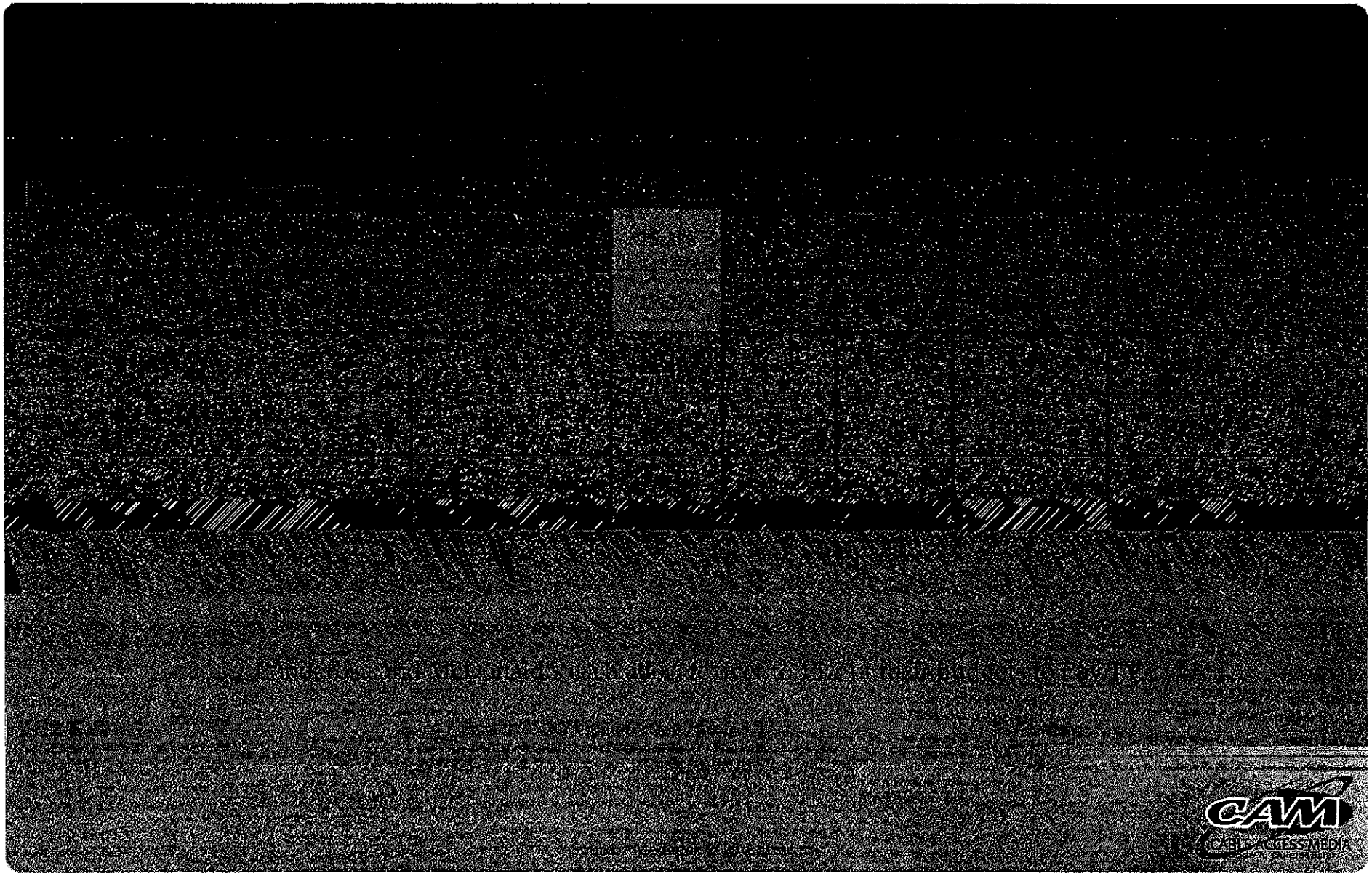
Alvelo

	TV LOCAL (2,4,7,11)	CABLE	RADIO	PRESS	MAGAZINE	INVESTMENT
TOYOTA	64.8%	[illegible]	1.0%	9.9%	0.3%	100%
CHRYSLER	56.8%	[illegible]	1.2%	17.3%	2.0%	100%
FORD MOTOR COMPANY	66.1%	16.1%	1.0%	14.7%	2.2%	100%
HYUNDAI MOTORS	57.4%	12.3%	3.9%	24.3%	2.1%	100%
MITSUBISHI MOTORS	74.8%	6.6%	3.3%	15.1%	0.3%	100%
BELLA INTERNATIONAL	27%	30%	10%	27%	6%	100%

[illegible]

CAM CABLE ACCESS MEDIA

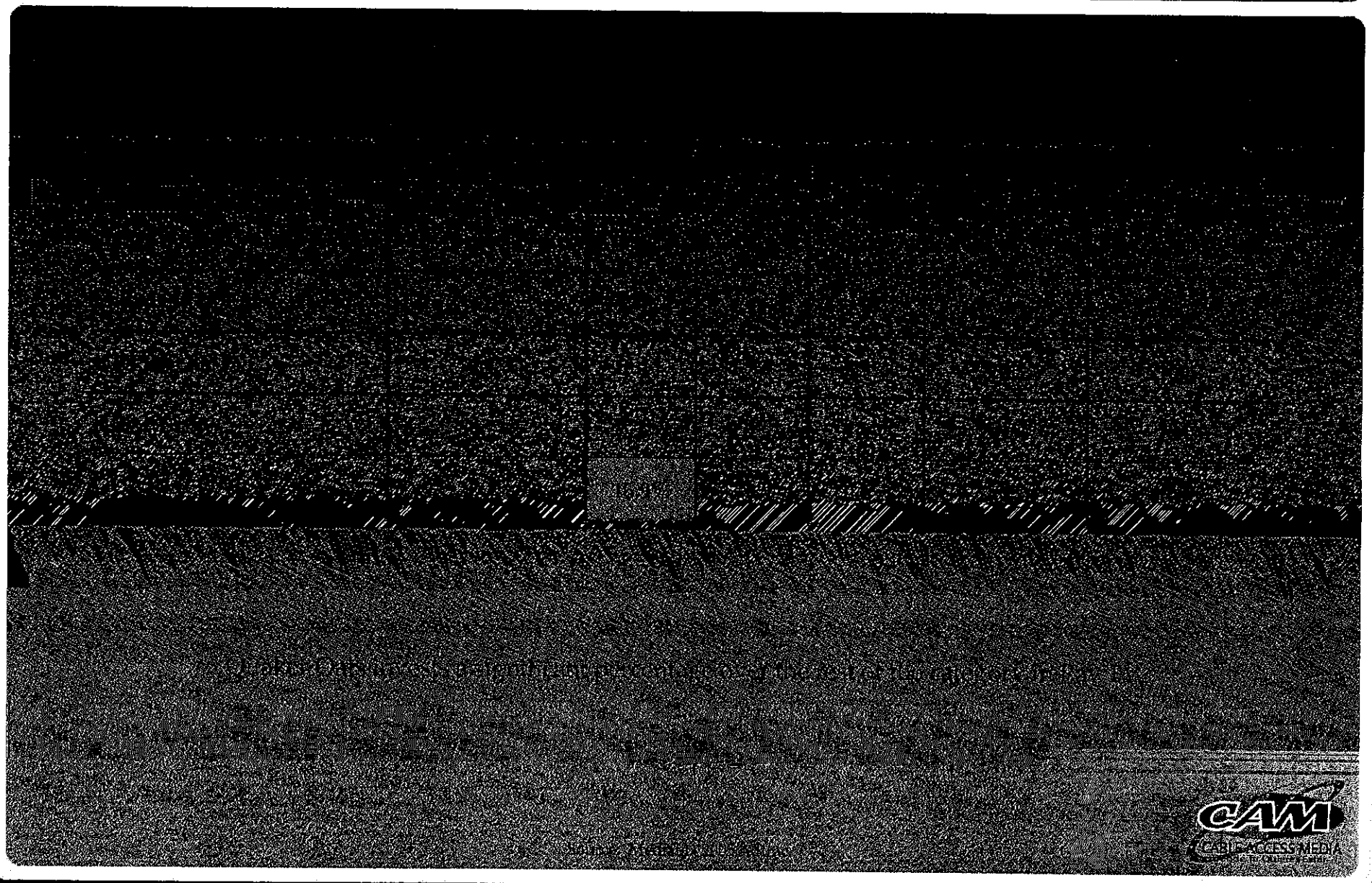
Alvelo


CAM
CABLE ACCESS MEDIA

	TV LOCAL (2,4,7,11)	CABLE	RADIO	PRESS	MAGAZINE	INVESTMENT
PONDEROSA	69.1%	[illegible]	7.2%	7.7%	0.7%	100.0%
MCDONALD'S	70.8%	[illegible]	2.3%	8.8%	0.9%	100.0%
SUBWAY	62.4%	14.4%	8.1%	14.7%	0.4%	100.0%
KFC, TACO BELL, PIZZA HUT	86.3%	4.8%	2.3%	6.6%	0.0%	100.0%
BURGER KING	69.7%	11.6%	4.9%	13.7%	0.0%	100.0%

[illegible]

CAM CABLE ACCESS MEDIA

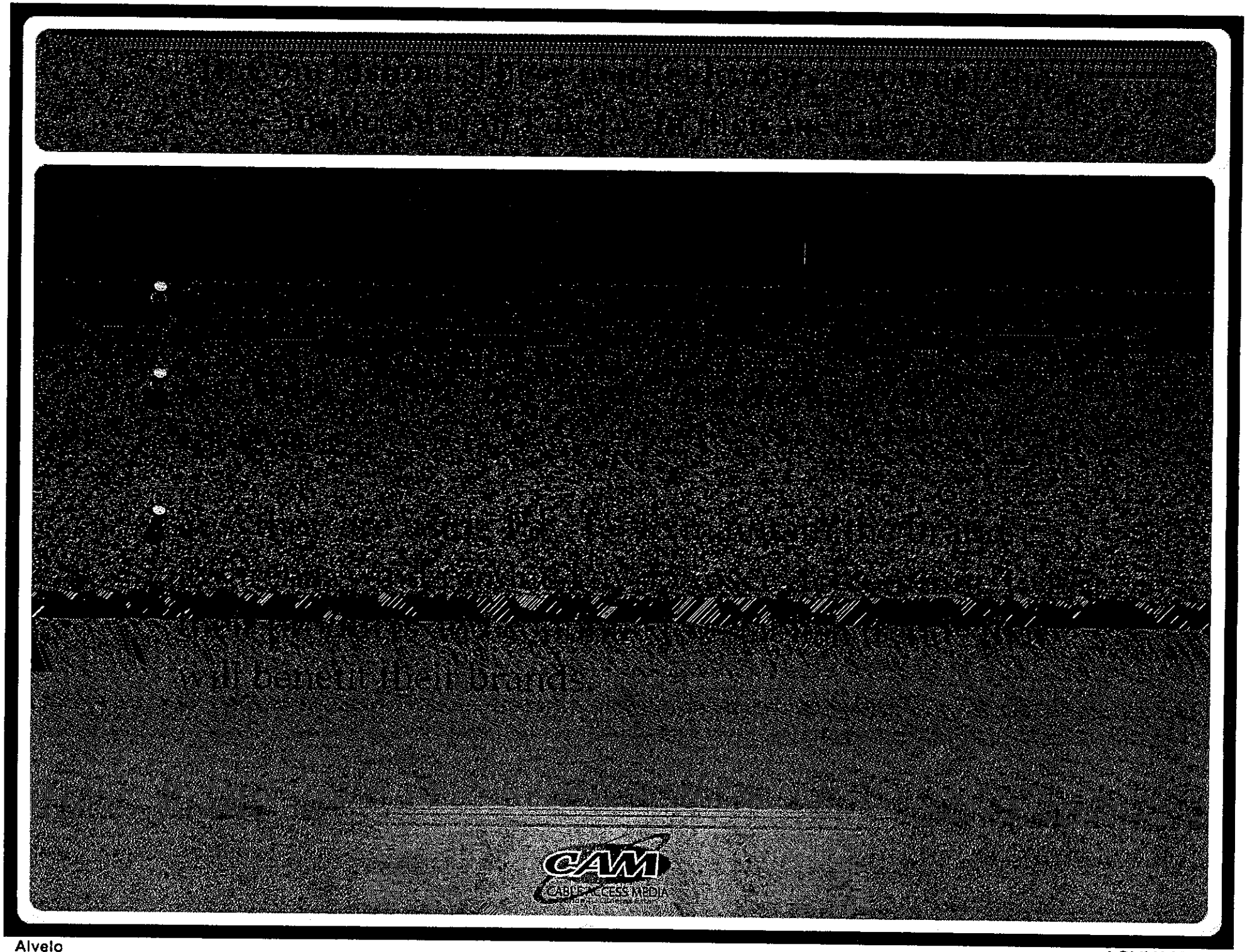


Alvelo

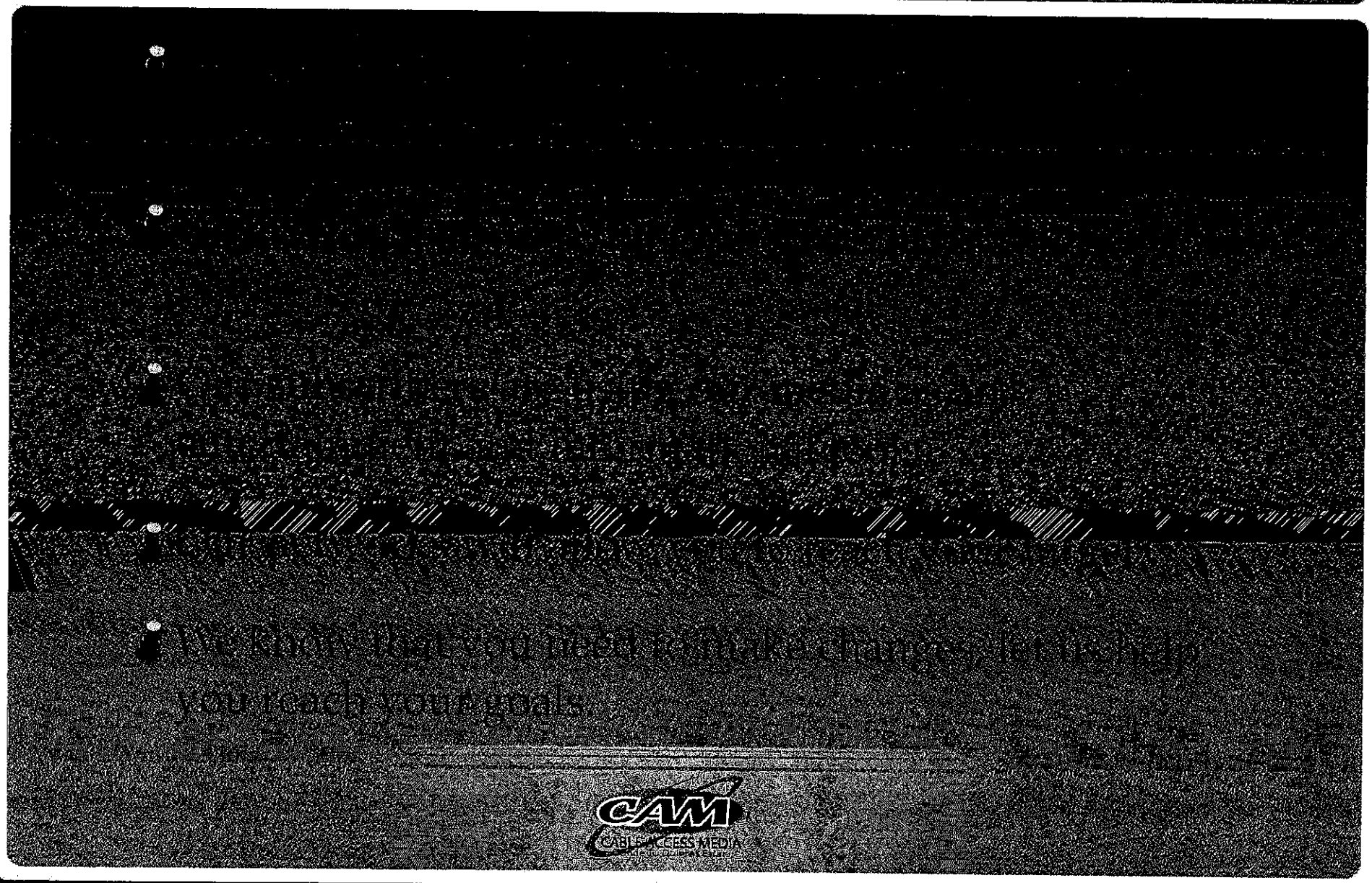
	TV LOCAL (2,4,7,11)	CABLE	RADIO	PRESS	MAGAZINE	INVESTMENT
GOYA FOODS	81.1%	8.4%	5.1%	3.0%	2.5%	100%
MASTER FOODS	84.2%	8.8%	1.2%	1.9%	3.9%	100%
NESTLE PR INC.	79.7%	10.1%	1.7%	3.5%	5.0%	100%
KRAFT INC.	80.7%	5.2%	2.4%	5.9%	5.9%	100%
QUAKER OATS	77.1%	[illegible]	3.0%	0.6%	2.4%	100%

CAM
CABLE ACCESS MEDIA

Alvelo



Alvelo

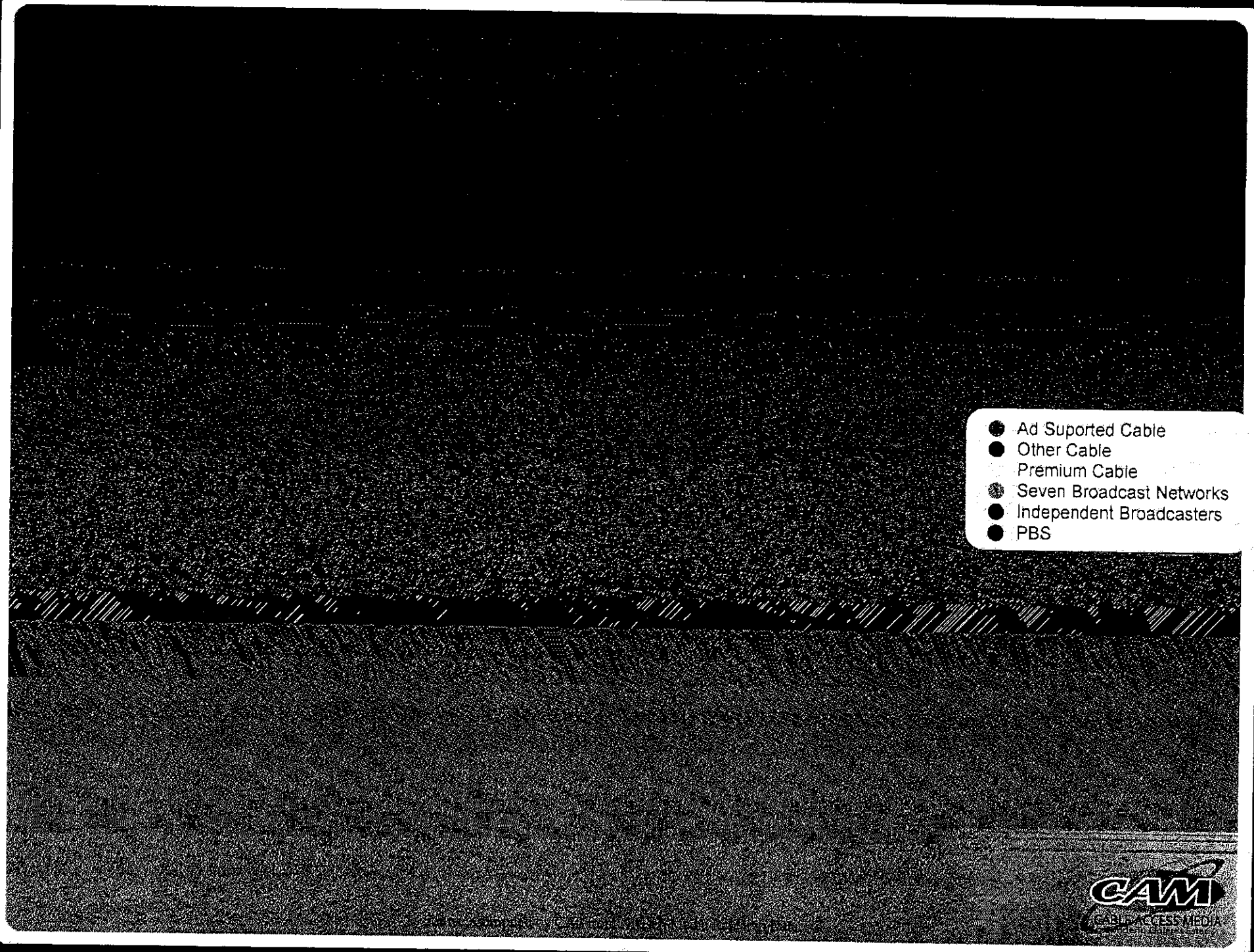


Alvelo

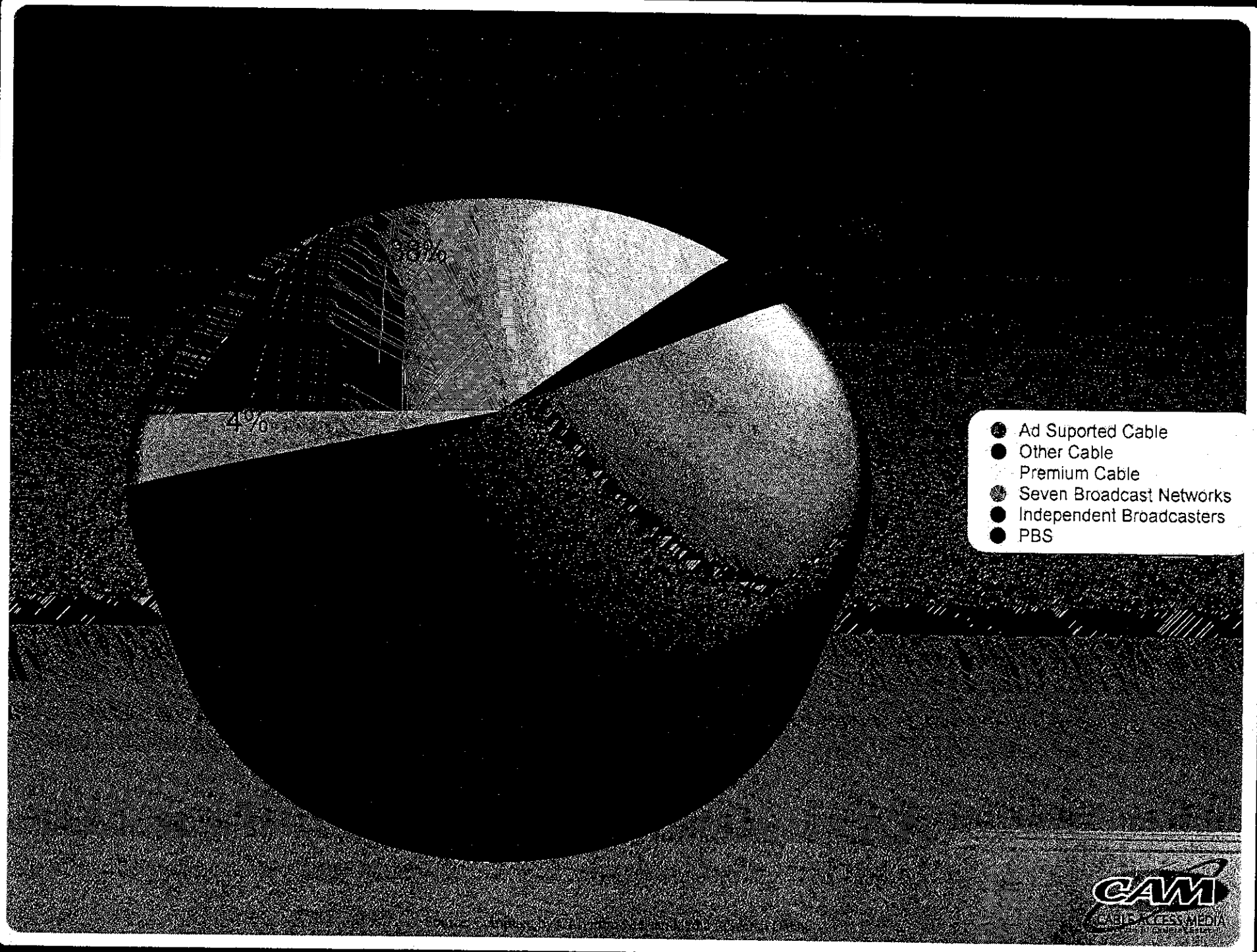
LGI.II.H 003264

ADDENDUM

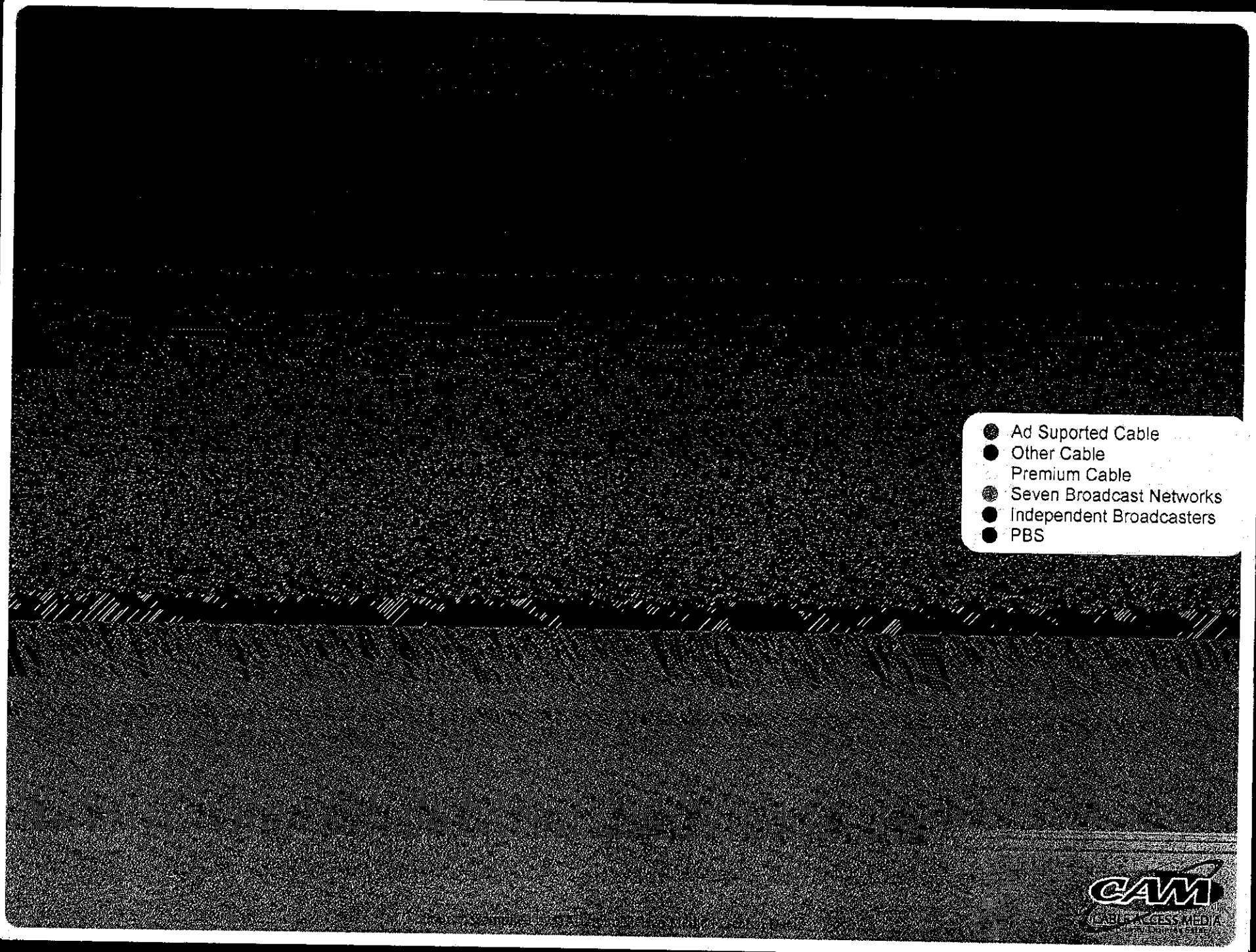
CAM
CABLE ACCESS MEDIA


Ad Suported Cable
Other Cable
Premium Cable
Seven Broadcast Networks
Independent Broadcasters
PBS
CAM
CABLE ACCESS MEDIA

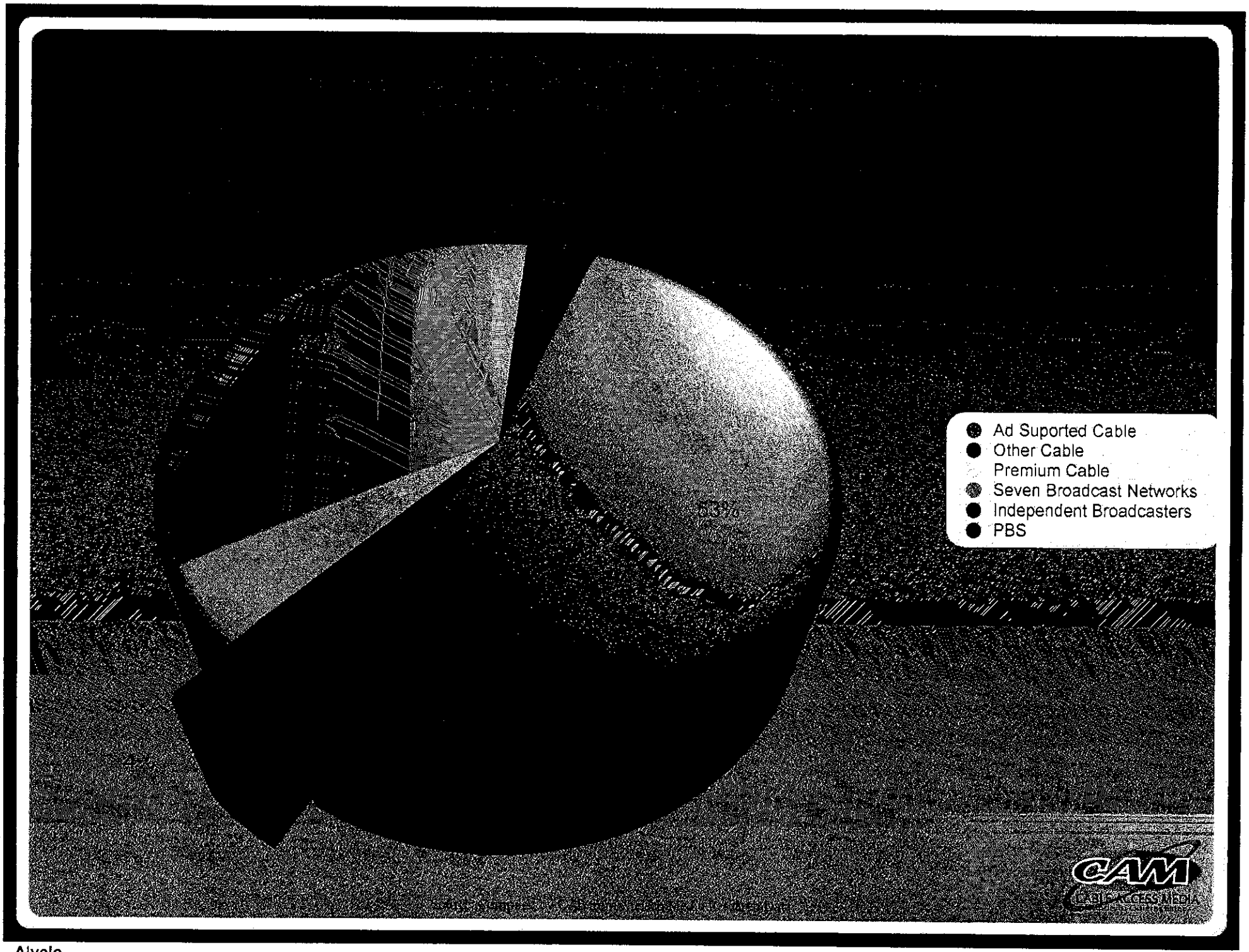
Alvelo


38%
4%
Ad Suported Cable
Other Cable
Premium Cable
Seven Broadcast Networks
Independent Broadcasters
PBS
CAM
CABLE ACCESS MEDIA

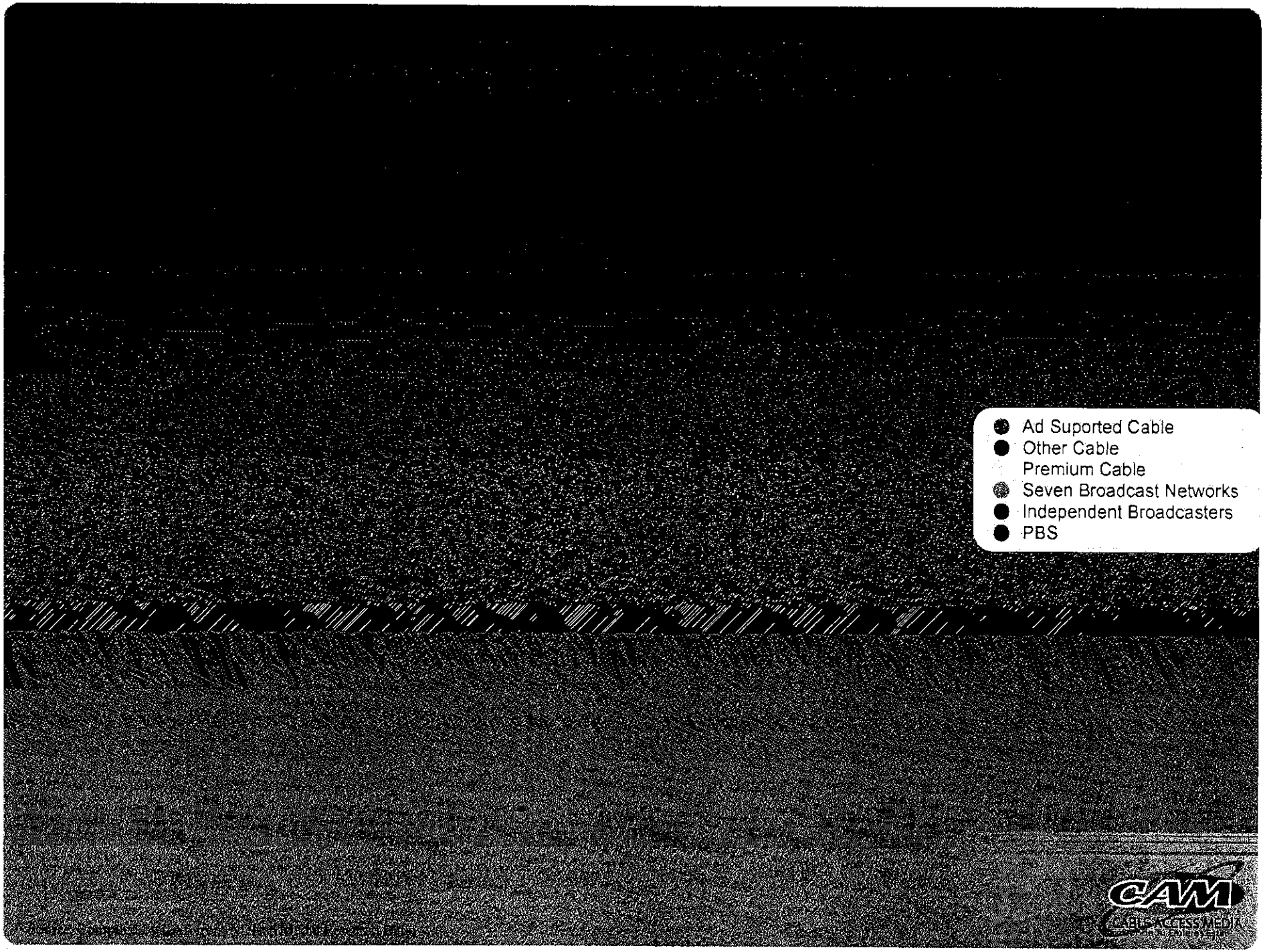
Alvelo

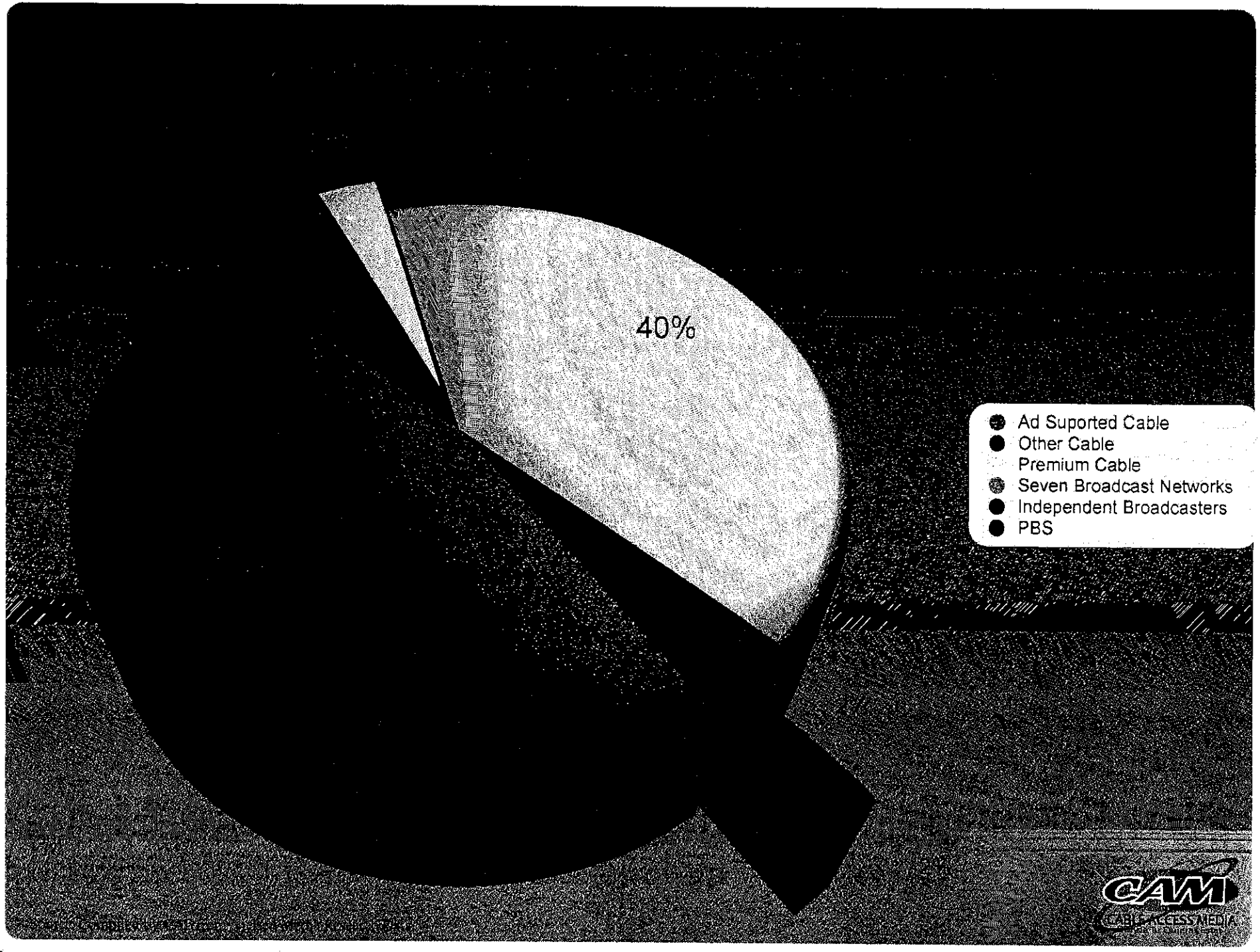

Ad Suported Cable
Other Cable
Premium Cable
Seven Broadcast Networks
Independent Broadcasters
PBS
CAM
CABLE ACCESS MEDIA

Alvelo

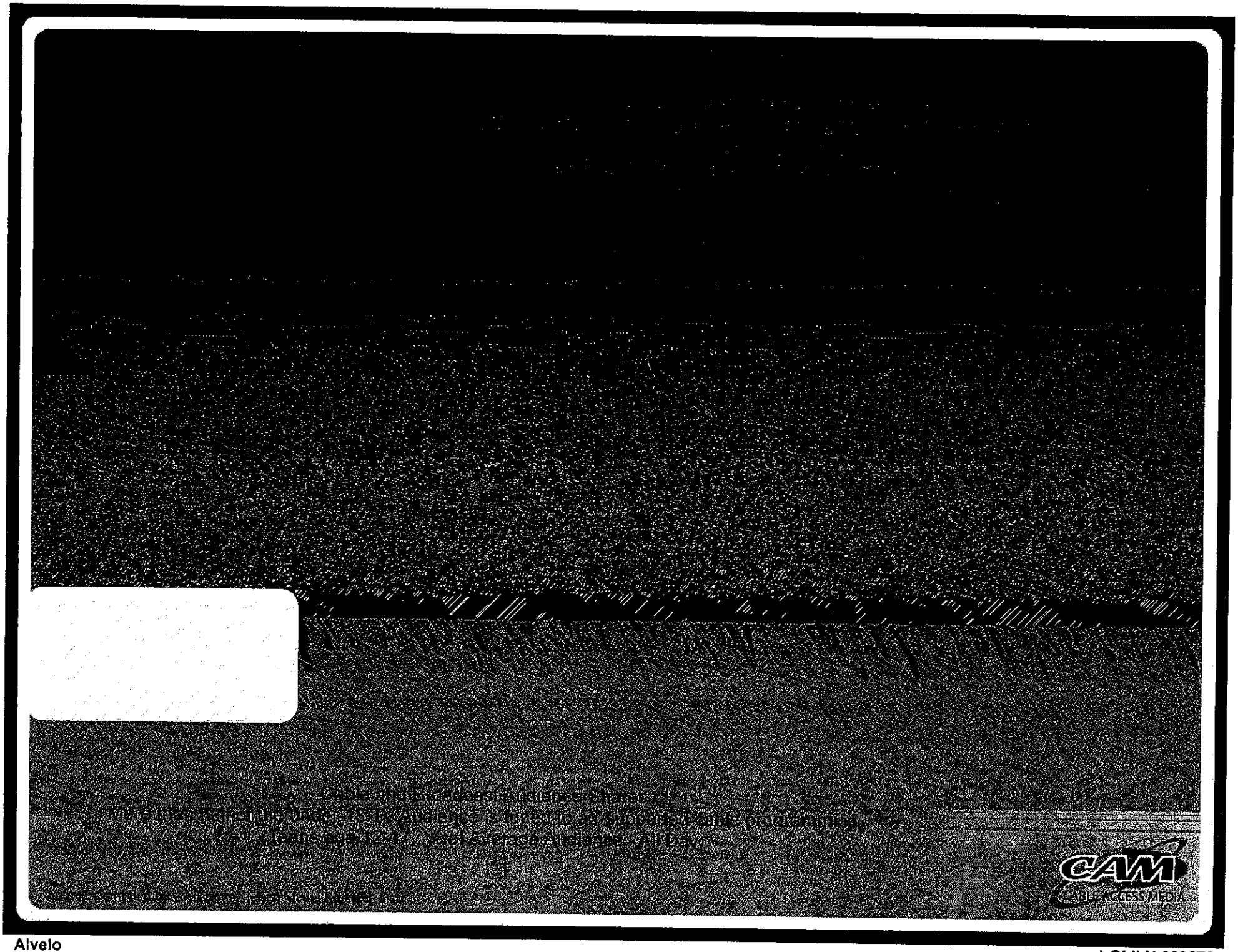

53%
Ad Suported Cable
Other Cable
Premium Cable
Seven Broadcast Networks
Independent Broadcasters
PBS
CAM
CABLE ACCESS MEDIA

Alvelo

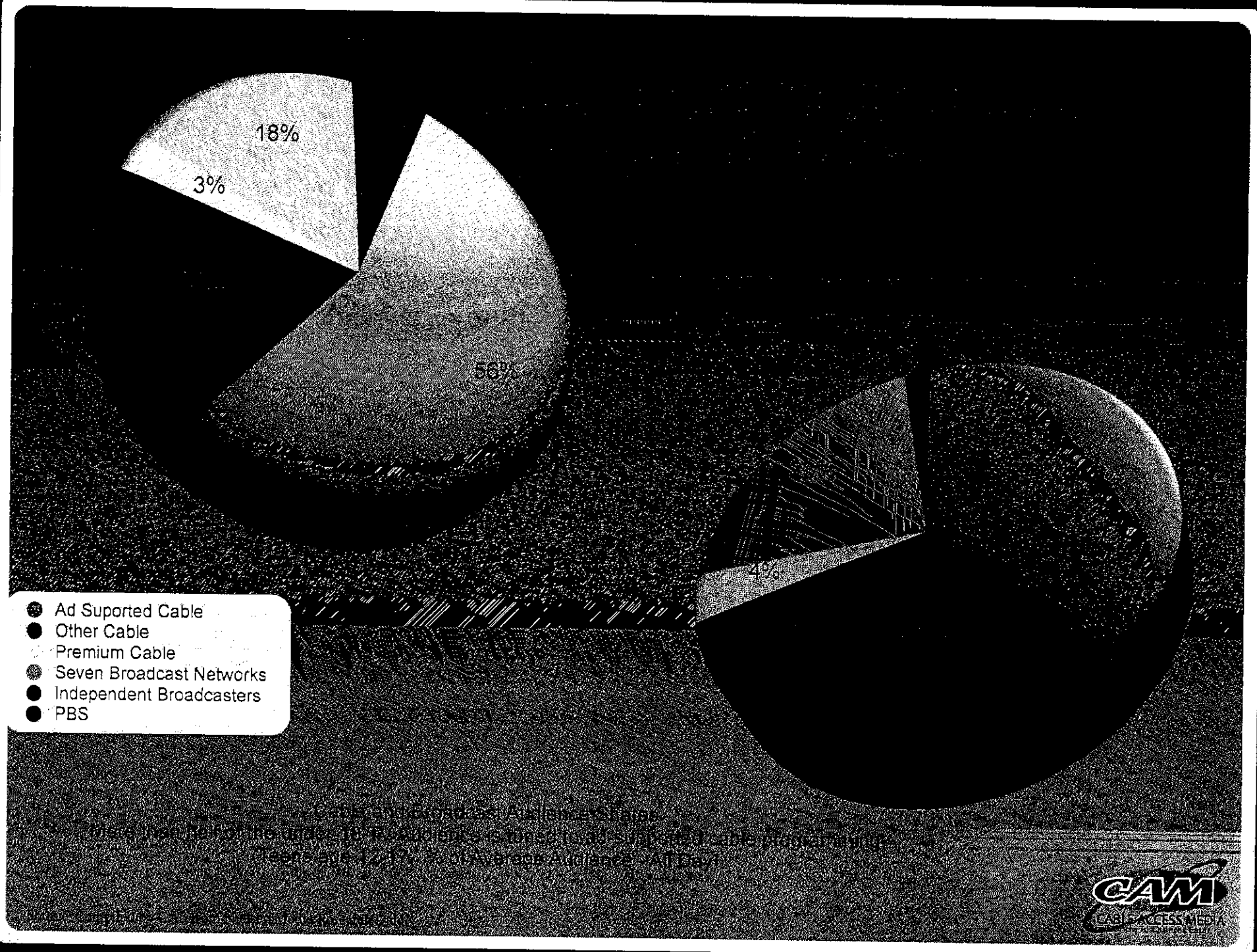

Ad Suported Cable
Other Cable
Premium Cable
Seven Broadcast Networks
Independent Broadcasters
PBS
CAM
CABLE ACCESS MEDIA


40%
Ad Suported Cable
Other Cable
Premium Cable
Seven Broadcast Networks
Independent Broadcasters
PBS
CAM
CABLE ACCESS MEDIA

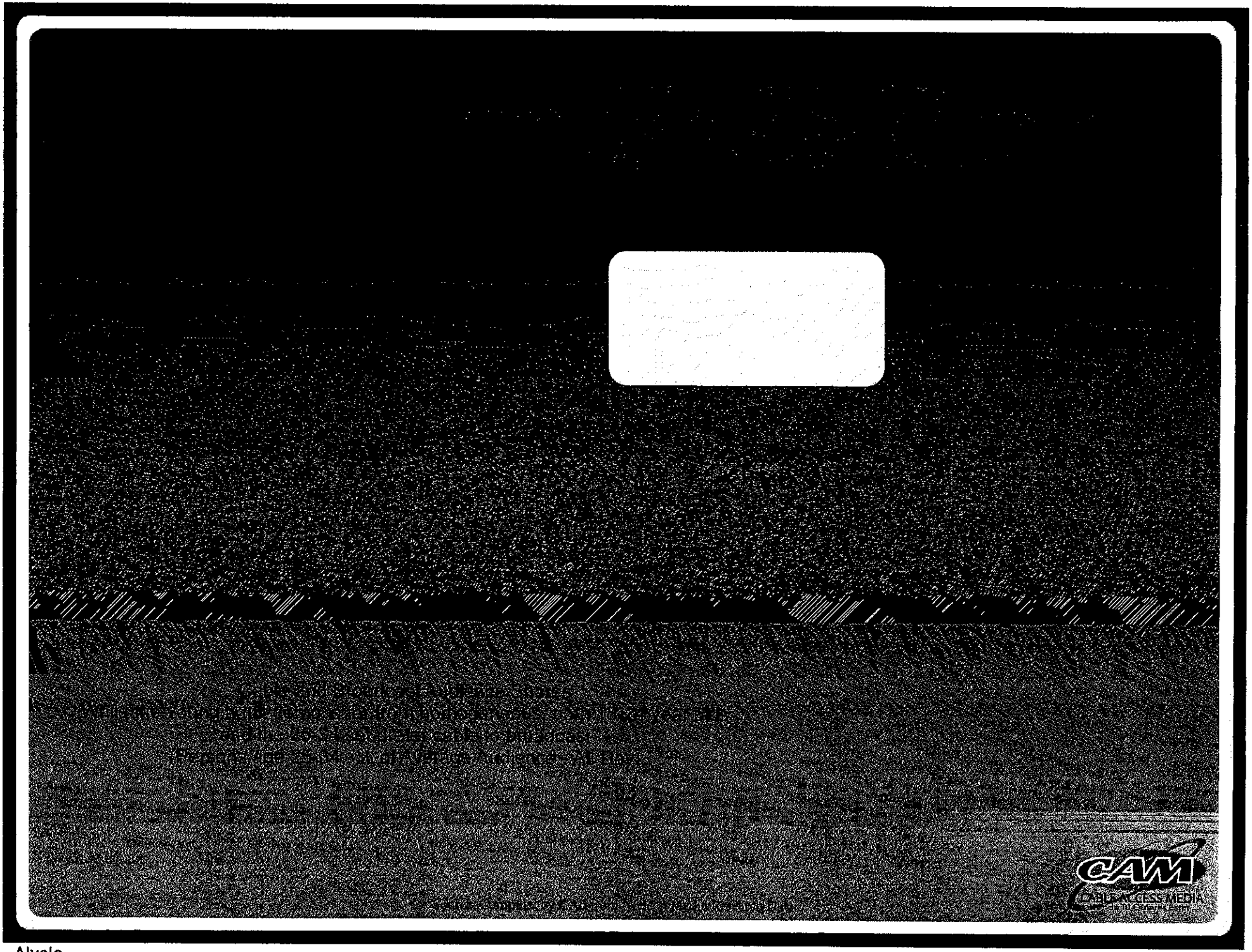
Alvelo



Alvelo


18%
3%
56%
4%
Ad Suported Cable
Other Cable
Premium Cable
Seven Broadcast Networks
Independent Broadcasters
PBS
CAM
LABI ACCESS MEDIA

Alvelo



Alvelo