

# MONTHLY LOYALTY PROGRAM



The Intact TV stations are very keen to share our success with our advertisers. In the first quarter of 2009, our audience on Antena 1 has increased by more than 30%, while the other channels audience growth has been more than 20%.

At the same time, we also understand that 2009 is a difficult year for many businesses and, while some of our clients have committed their budget to us for this year, other clients are not in a position to commit long term in the current climate of uncertainty. We want to support all our clients in creating a competitive advantage by creating a new **Monthly Loyalty Program**.

The **Monthly Loyalty Program** is very simple following the principle 'what you spend today, you will earn tomorrow':

1. The Intact TV Stations offer each advertiser the possibility to buy '**loyalty GRPs**' up to **25%** of the amount of GRPs consumed the month before (e.g. if 500 GRP are consumed by an advertiser in May the advertiser will be allocated up to 125 'Loyalty GRPs' in June)
2. Loyalty GRPs will at a price at **€89 per GRP for Antena 1** and **€40 per GRP for all our other channels**.
3. Clients are guaranteed to receive the 'Loyalty GRPs' they book within the provided period of time (month), but the exact time allocation is made exclusively by TV stations in CLIR's portfolio.
4. The loyalty scheme will start in May, with **the first 'Loyalty GRPs' available starting June 2009**, with the possibility to continue this program until the end of the year.
5. The Monthly Loyalty Scheme operates under the assumption that payments for advertising are made in accordance with CLIR's general terms (i.e. within 60 days of invoicing). If payments are delayed up to 30 days beyond the agreed terms, CLIR has the right to reduce the 'Loyalty GRPs' for an advertiser/agency by 50%, and cancel the scheme all together for an advertiser/agency delaying payments beyond 30 days.
6. All the agencies will receive the status of the commercial conditions for their clients agreed until now. Clients updating agreed conditions for 2009 after today's date will not be guaranteed participation in the Monthly Loyalty Program.

**CLIR MEDIA**  
**17 April 2009**

