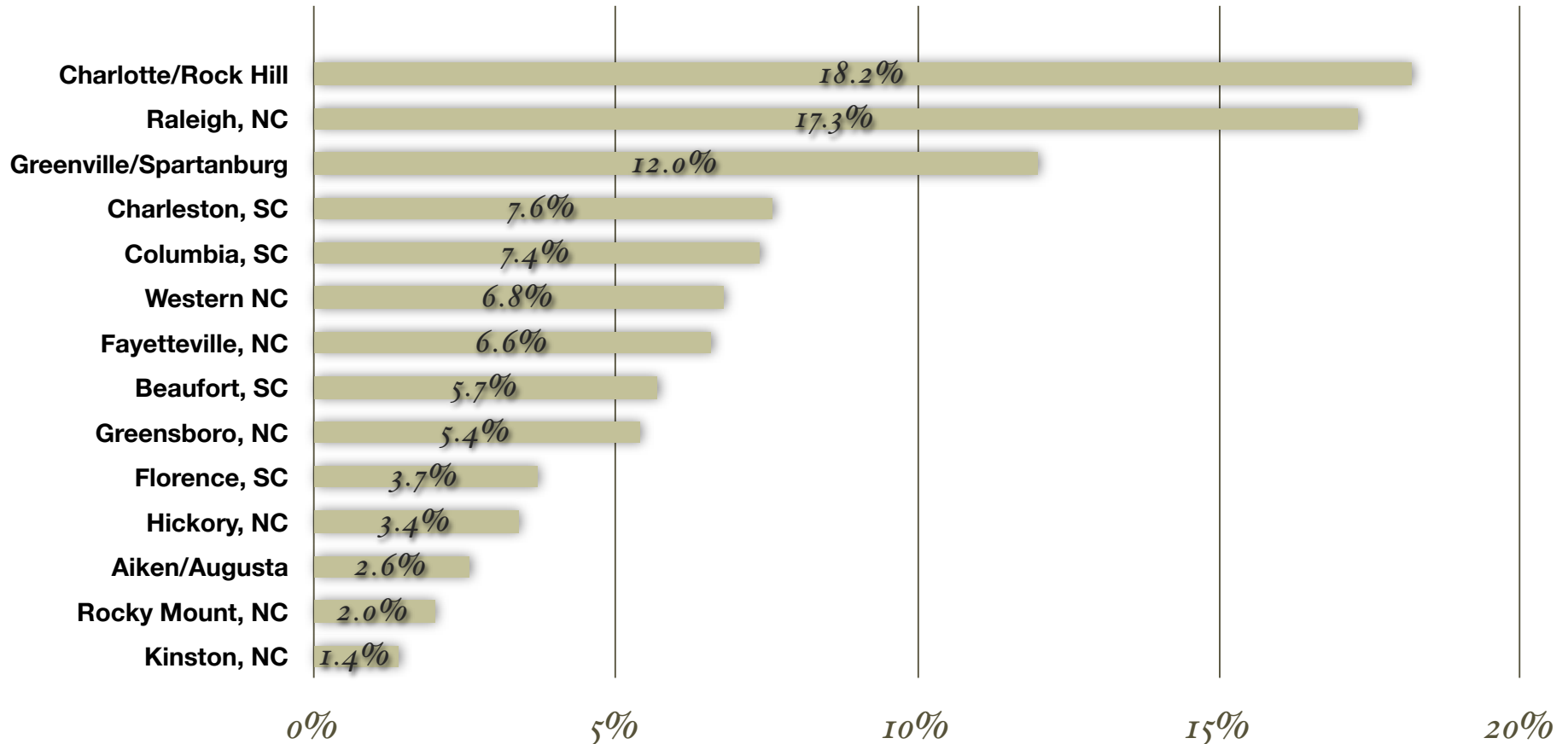


NCOA Audit - Carolina Destinations



Source: The above reports destinations of 649 moves for the ten months ending 4/30/09. National Change Of Address Audit (NCOA) track the 4-6,000 families a year who are "registering" with CarolinaLiving as they complete our 26-question Carolina Lifestyle Survey™...reporting which families have moved and where. Since 1987, we know 43% have relocated. And, that only counts the .08% of the 1-million annual impressions that "register" for more information. So, we can be sure there are thousands of additional moves from the remaining 99.2% of people that used CarolinaLiving.com resources. NCOA does not include land, lot and second home transactions.