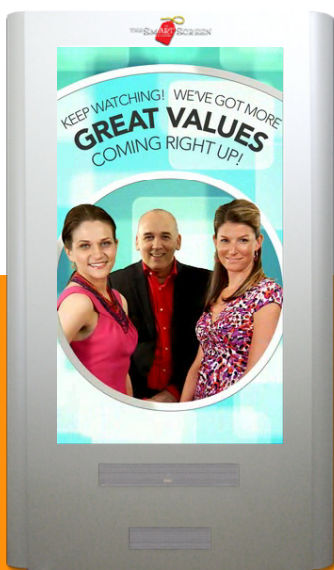


AN INSIDER'S SCOOP

A NOTE FROM THE EDITOR

Greetings!
Some very interesting results came from a recent survey of mall shoppers. We were pleasantly surprised to learn that close to 75% of those interviewed expressed interest in receiving our valuable content on their mobile phones! This was great news because of the mobile initiatives we already have in the works. An exciting partnership with Verizon is underway. And more importantly, our very own mobile website, TopTen2Go was launched and continues to gain popularity. Read on for more details about these programs and we look forward to working with you this season.

Warren Christopher
Editorial Director
WChristopher@adspacenet.com



LIGHTS! CAMERA! ACTION!

I'm sure you've noticed the dazzling presence on the Smart Screens of Amanda, Jen and Warren. Shoppers feel there's a certain comfort factor in knowing that the products featured on **Today's Top Ten** are selected and reviewed by our editorial team. We receive countless offers and newsworthy items each week. It's the job of our editorial staff to determine which of those offers have the greatest value, savings and appeal to our shoppers.

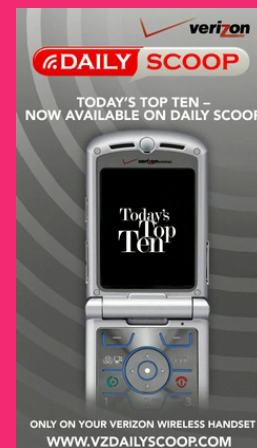


TOPTEN2GO.COM

Imagine sailing through the mall with little time to spare. You catch a glimpse of a **Today's Top Ten** offer- but you've missed the name of the retailer and other important details. Frustrating because you don't have time to wait for it to appear again! Life just got simpler with the launch of TopTen2Go. A complete listing of the **Today's Top Ten** offers can now be viewed on your mobile device - 24/7. Give it a spin- you can search by state and then by mall for weekly updates.

DAILY SCOOP

Our recent partnership with Verizon was designed to put the **Today's Top Ten** content into the hands of a whole new audience. Certain Verizon subscribers have an opportunity to view our content on their mobile devices. Of course, you could be one of the lucky retailers selected for the Daily Scoop. If that's the case - you get the added bonus of reaching an entirely new group of customers - and plenty of them!



Today's
**Top
Ten**

Only \$30
at JCPenney



Carry On
East 5th Faux-croc tote

Today's
**Top
Ten**

New Products!
at Nordstrom



Sun Kissed
Estee Lauder Bronze Goddess
Suncare Collection
starting at \$25

BEST OF **TODAY'S TOP TEN**

Today's Top Ten has matured and grown over the years. Each week our goal is to feature a wide range of products and retailers. Whether it's a new product launch or something of great value; **Today's Top Ten** continues to provide shoppers across the country with fuel for buying!

Today's
**Top
Ten**

What's Hot
at Lord & Taylor



Shady Lady
MICHAEL Michael Kors
Plastic Aviator Sunglasses
bright colors give this classic style a new twist!

Today's
**Top
Ten**

Just Arrived
at Aldo



Livin' on the Wedge
Bleecker Wedge Sandal
only \$45