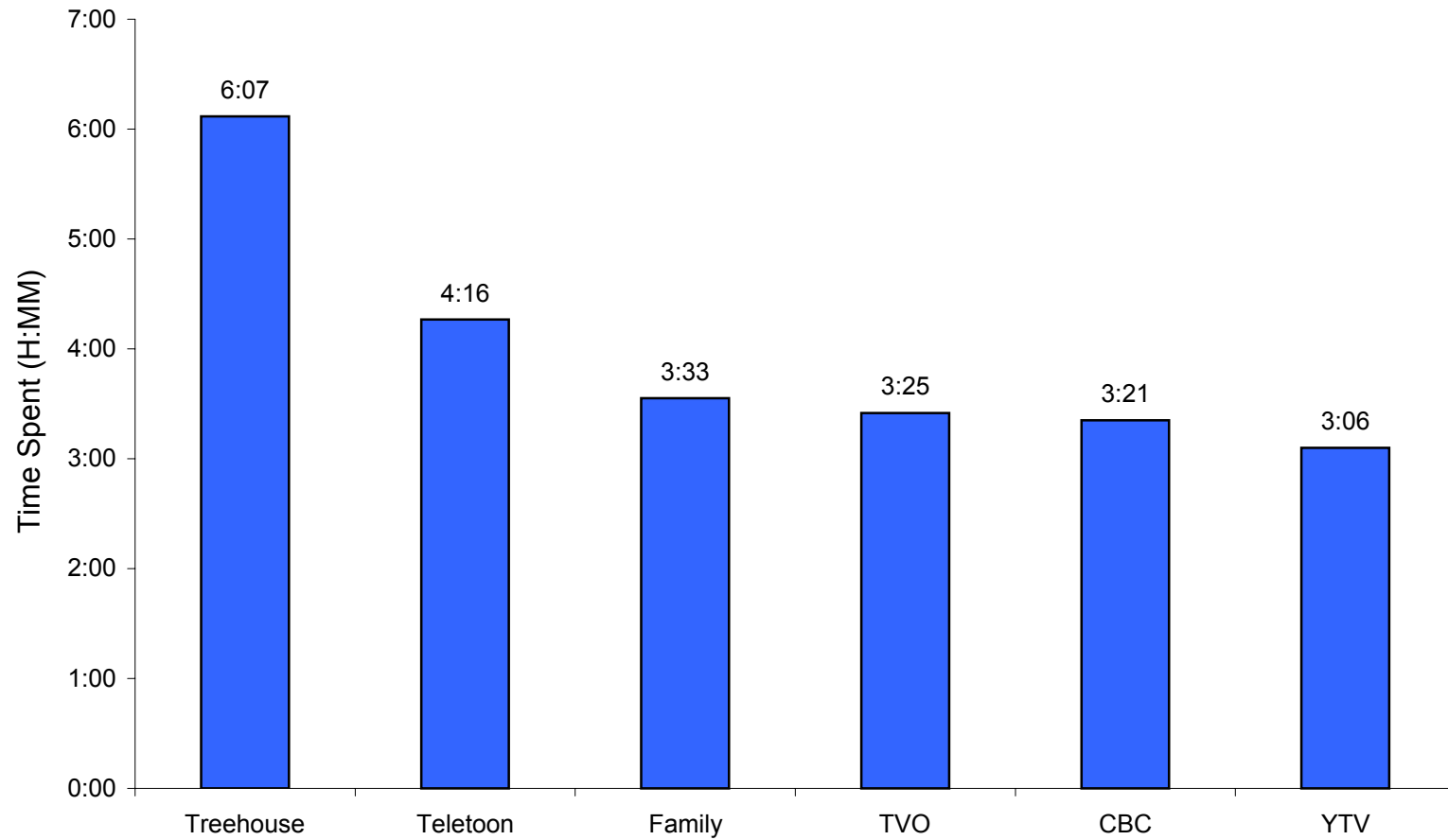




Weekly Time Spent (K2-5)
Kids 2-5 spend over 6 hours per week watching Treehouse



Source: Nielsen Media Research
October 7, 2002 through December 29, 2002 (12 Weeks) Mon-Sun 6am - 6am