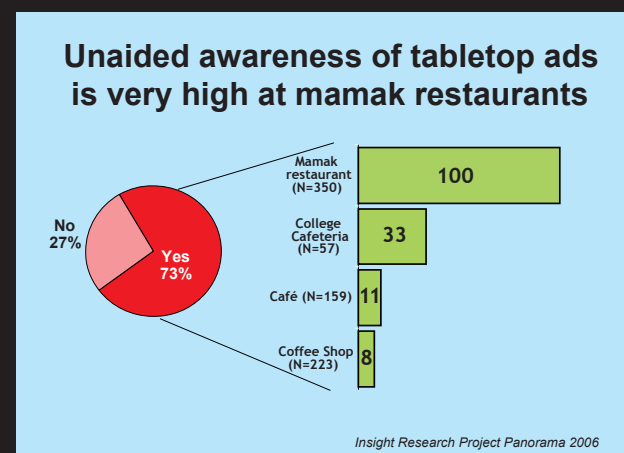
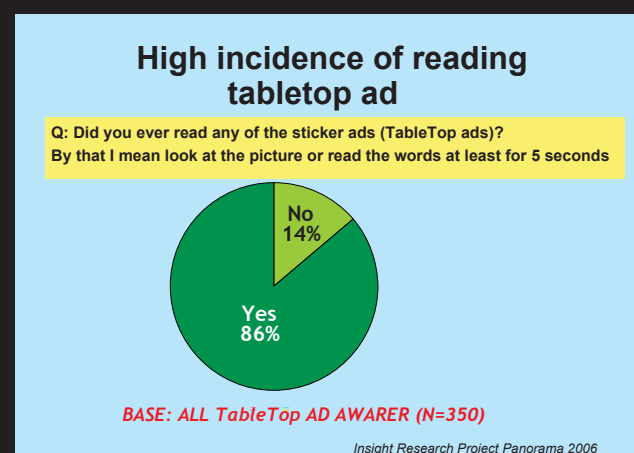
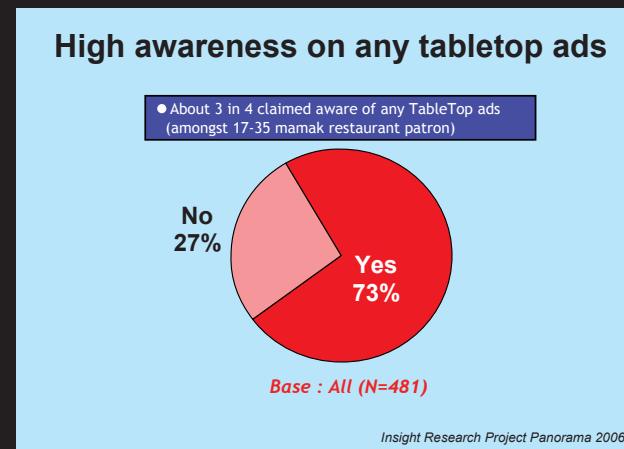
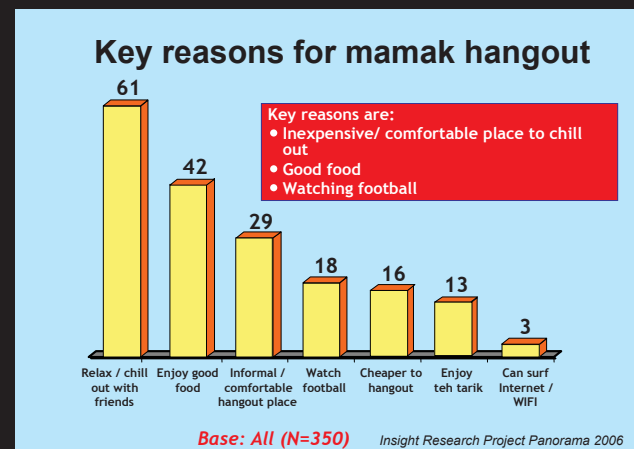
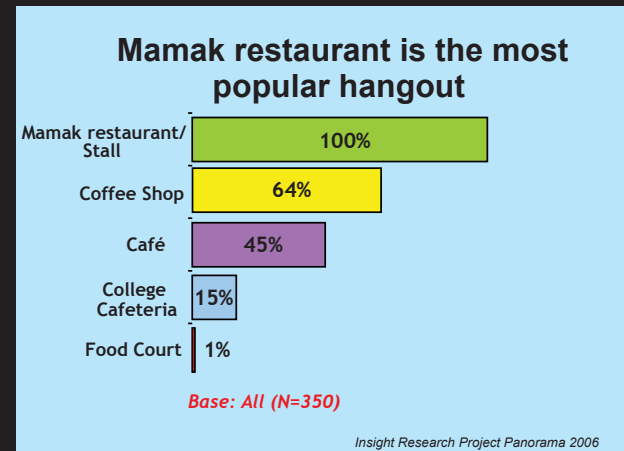
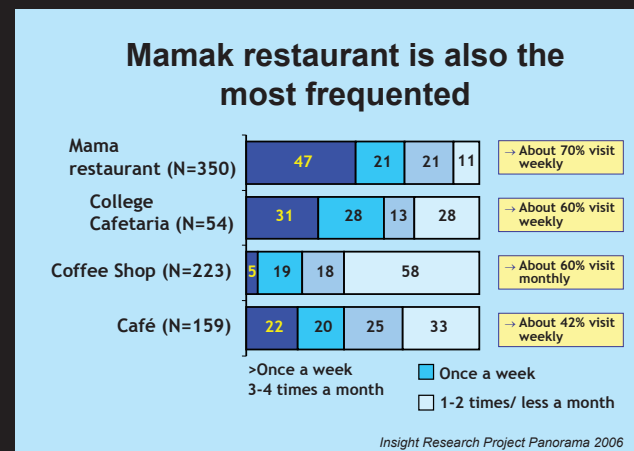


Research on the effectiveness of TableTalk

According to the TableTalk® Ads Effectiveness Study 2006 conducted by Insight Research (M) Sdn Bhd, awareness of advertising on tables in F&B outlets has increased with close to 75% respondents claiming to have seen the advertisements.

A total of 350 respondents aged 17 to 35 was randomly selected for the research. It was also revealed that there was 100% spontaneous awareness of TableTalk ads in mamak restaurants. Overall, the 2006 research showed a clear increasing trend of awareness and brand recall compared with the first round done in 2004.



For more detailed research findings on the effectiveness of TableTalk® Ads, kindly visit www.tableview.com.my.

more than **100,000** tables in Malaysia

exclusive rights to more than **2,000** F&B outlets



Coffee shops
 Malaysian restaurants
 Food court
 Colleges & universities cafeterias

Tableview has an exclusive network coverage of more than 2,000 food outlets and colleges and universities across the nation to sell table top advertisements. These outlets comprise of mamak restaurants, coffee shops, universities and colleges. Key restaurant chains include Lotus, Sri Melur, Pelita, Syed, Maju, Lima Bintang and Kayu. With this coverage, advertisers have more than 100,000 TableTalk® ad spaces at their disposal. With Tableview's recent penetration into East Malaysia, it's coverage will increase even more significantly. Advertisers have the outlet options to customise their ad campaign to do specific targeting.



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