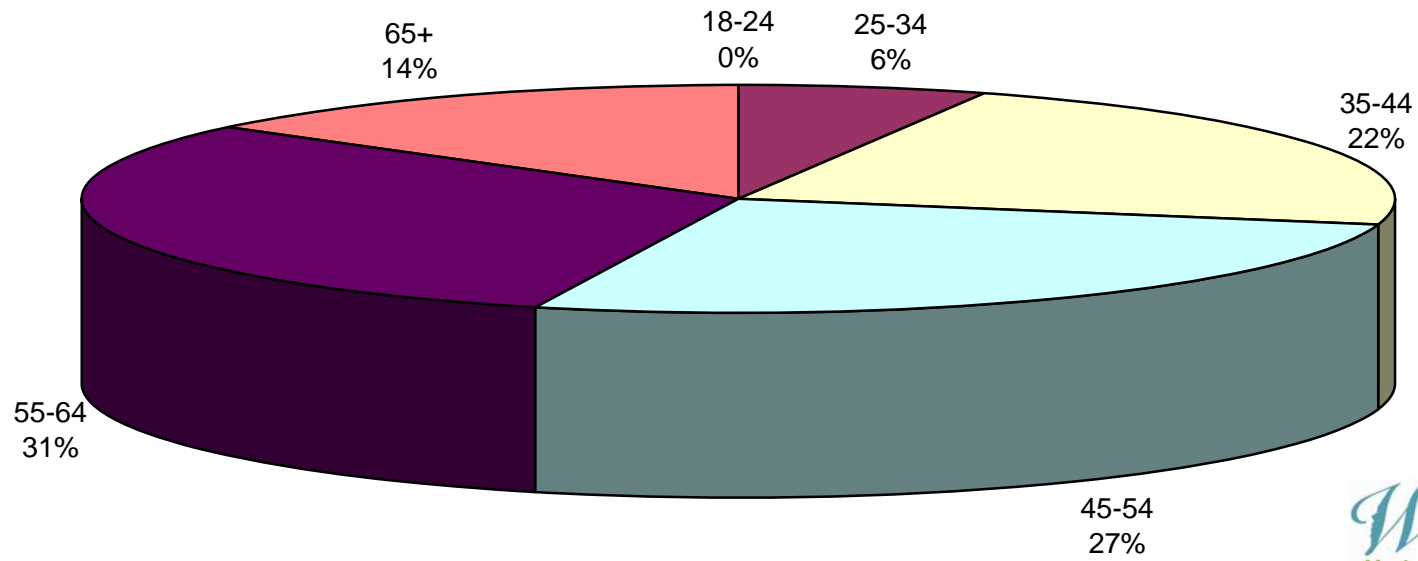


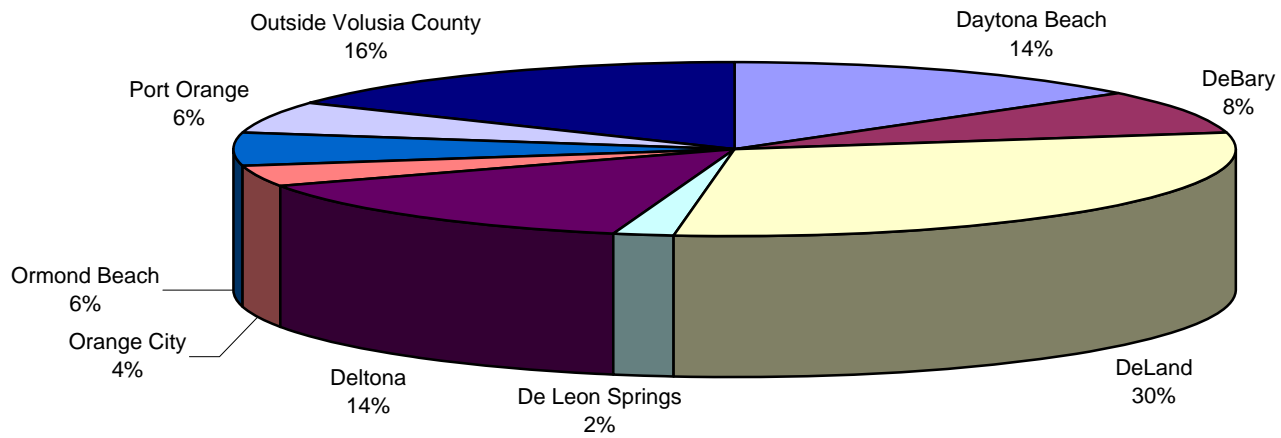
Women's Lifestyle January 09 Expo - Age of Attendees



■ 18-24 ■ 25-34 □ 35-44 □ 45-54 ■ 55-64 ■ 65+



Women's Lifestyle January 09 Expo Attendees Cities of Residence



■ Daytona Beach
 ■ DeBary
 ■ DeLand
 ■ De Leon Springs
 ■ Deltona
 ■ Orange City
 ■ Ormond Beach
 ■ Port Orange
 ■ Outside Volusia County

West Volusia 58%
 East Volusia 26%
 Outside Volusia County 16%