

SKYLYFT™

Media Network



NEWPARK MALL

INFORMATION 6 - 10' x 20' SKYMURLS™ AVAILABLE

NEWPARK MALL

2086 NewParkMall
 Newark California 94560

NewPark Mall is centrally located within the Bay Area and is minutes from both San Francisco and San Jose. The mall has convenient access off I-880 which is specifically known as a major traffic artery from Silicon Valley to the San Francisco metropolitan area. The Trade Area is expected to add 45,000 new high tech jobs over the next eight years.

KEY STATISTICS

Sales/Sq Foot: 360
 Annual Traffic: 18,100,000

- * 6.75 million average monthly impressions
- * 63% Female / 37% Male
- * Frequents the mall 3.75 times per month
- * Visits each time for 80 minutes
- * Spends \$69 per trip to the center, annually spends \$1830
- * Makes a food purchase 42% of the time on average

PARTICULARS

County: Alameda
 Metro Center : San Francisco
 Type Of Center : 2 level, enclosed, super-regional
 Anchor Tenants : Macy's, Sears, JCPenney, Target, Mervyn's and Old Navy
 Number of Retail Stores : 142
 Year Opened : 1980
 Expanded/Renovated : 1993
 Total Square Feet: 1,168,569
 Major Employers : Sun Micro 3,500, NUMI 5,169, LAM 2,550, Cirrus Logic 1,383, Seagate 1,306
 Metro Statistical Area : 21

MARKET AREA PROFILE

Current Population : 1,788,794
 5 Year Projected Population : 1,887,927
 Current Median Age : 33
 Current Average Household Income : \$81,344

TRADE AREA PROFILE

Current Population : 566,194
 5 Year Projected Population : 603,644
 Current Median Age : 33
 Current Average Household Income : \$79,095

DEMOGRAPHICS

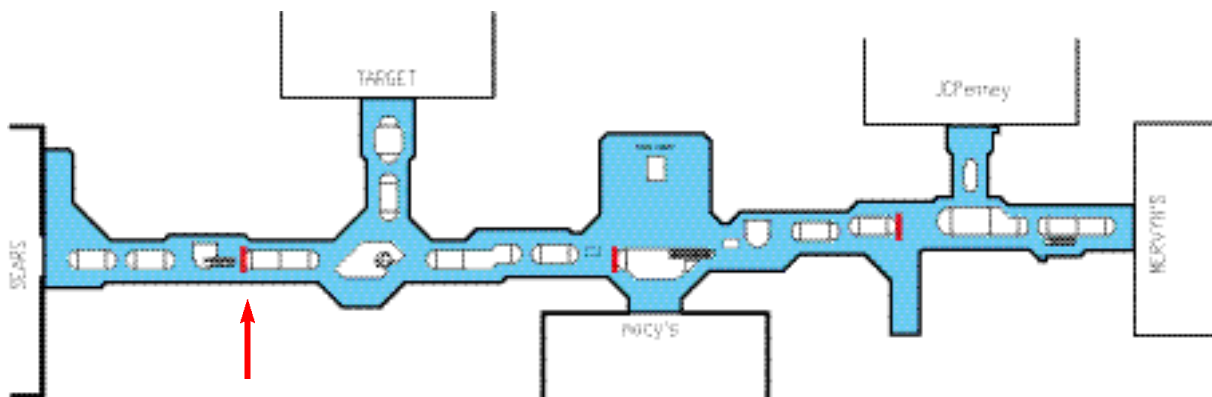
Radius	1 Mile		3 Mile		5 Mile	
2006 Total Population	17,111		149,766		243,498	
2006 Total Households	5,830		52,414		83,445	
Families	4,508	77.3%	38,335	73.1%	62,631	75.1%
Average Family size	3		3		3	
Non-Family	1,322	22.7%	14,079	26.9%	20,814	24.9%
2006 Labour Force 16+	9,254	60.1%	78,098	58.2%	126,357	58.1%
Employed	8,795	95.0%	74,263	95.1%	120,712	95.5%
White Collar	5,697	64.8%	45,977	61.9%	79,272	65.7%
Blue Collar	1,969	22.4%	17,391	23.4%	25,460	21.1%
2006 Household Income						
Average	\$78,748		\$71,859		\$80,483	
Per Capita	\$26,831		\$25,210		\$27,640	
2006 Population by Age						
<18	4,503	26.3%	41,187	27.5%	68,329	28.1%
18-64	11,539	67.4%	97,614	65.2%	158,231	65.2%
65+	1,069	6.2%	10,964	7.3%	16,938	7.0%

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A typical 10'x20' banner in the New Park Mall, Newark, California. *



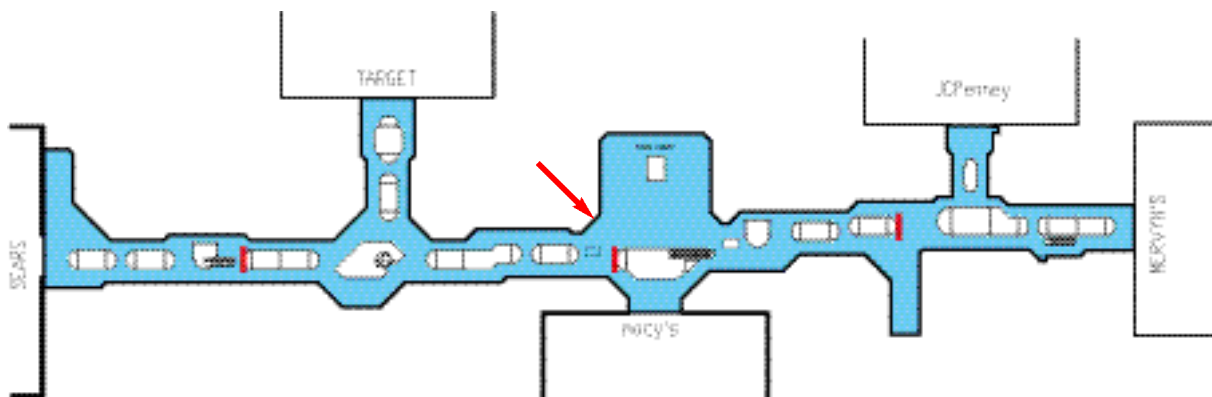
* Above pictures are artist rendering of proposed Advertising SkyMurls™

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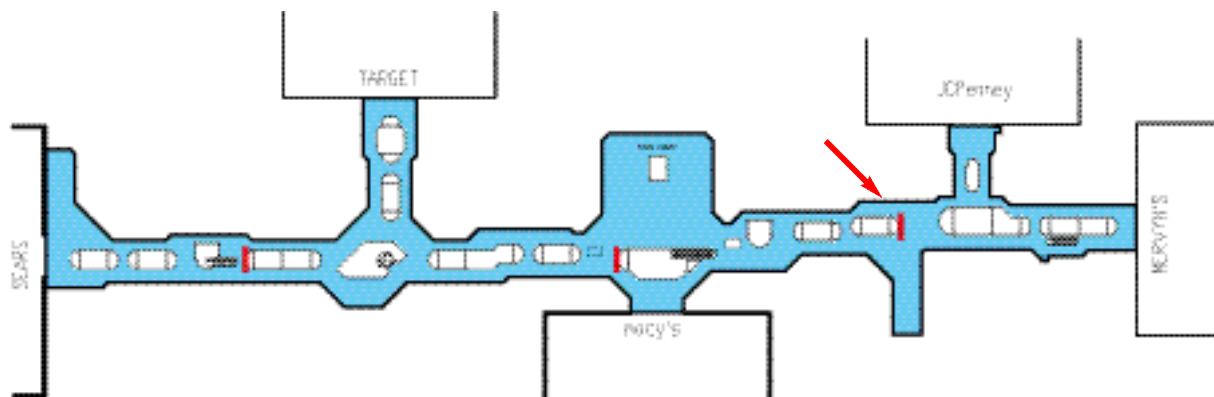
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