



**MULTIMEDIA REPORT
FOR THE 6 MONTH PERIOD ENDING JUNE 2010**

REV 072710

Exhibit V-2

No. 999/06-10

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

THE CRITERION

Criterion Media Company
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PURPOSE:

This report contains data for three media channels reported herein: The Criterion Magazine, The Criterion E-Newsletter, The Criterion Website. No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

THE CRITERION and CRITERION WEEKLY serve the field of data processing systems and procedures in manufacturing industries, service organizations, finance, insurance companies, government, utilities, retail and wholesale trade and transportation, communication, printing and publishing firms, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate officials, controllers, data processing and accounting personnel, and other management personnel in the field. Also qualified are a limited number of library addressed copies, and other paid circulation.

THE CRITERION MAGAZINE

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____						
Sponsored Individually Addressed _____						
Membership Benefit _____						
Multi-Copy Same Addressee _____						
Single Copy Sales _____						
TOTAL QUALIFIED CIRCULATION						

THE CRITERION E-NEWSLETTER

1. AVERAGE E-NEWSLETTER DISTRIBUTION FOR PERIOD		
	Total Qualified	Percent
Net Delivered _____		
Undelivered _____		
Gross Distribution _____		

2a. CHANNEL BY MONTH FOR PERIOD

2010	Magazine Distribution	E-Newsletter Circulation	Website Unique Browsers
January _____			
February _____			
March _____			
April _____			
May _____			
June _____			

Note: The Criterion E-Newsletter is issued weekly, each Monday. Average monthly distribution is reported above. The separate channel figures should not be added together as no attempt has been made to identify or eliminate duplication that may exist across media channels.

2b. WEBSITE ACTIVITY BY MONTH

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____						
February _____						
March _____						
April _____						
May _____						
June _____						
AVERAGE:						

*See Paragraph 5

The Criterion / June 2010

THE CRITERION MAGAZINE

THE CRITERION E-NEWSLETTER

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010 - This issue is 0.1% or 18 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE	
			Corporate Officials	Controllers
Manufacturing Industries _____				
Service Organizations _____				
Finance _____				
Insurance _____				
Government _____				
Utilities _____				
Retail and Wholesale Trade _____				
Transportation, Communication, Printing And Publishing Firms _____				
Other Paid Circulation* (Optional):				
Subscriptions _____				
Single Copy Sales _____				
TOTAL QUALIFIED CIRCULATION				
PERCENT				

3a. (OPTIONAL) BUSINESS/OCCUPATIONAL BREAKOUT OF E-NEWSLETTER DISTRIBUTION FOR ISSUE OF MAY 2010 - This issue is 0.1% or 18 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE	
			Corporate Officials	Controllers
Manufacturing Industries _____				
Service Organizations _____				
Finance _____				
Insurance _____				
Government _____				
Utilities _____				
Retail and Wholesale Trade _____				
Transportation, Communication, Printing And Publishing Firms _____				
Other Paid Circulation* (Optional):				
Subscriptions _____				
Single Copy Sales _____				
TOTAL DISTRIBUTION				
PERCENT				

3b. QUALIFICATION SOURCE BREAKOUT OF NON-PAID CIRCULATION FOR ISSUE OF MAY 2010

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 years		
I. Request: _____					
II. Other Than Request: _____					
III. Single Copy Sales: _____					
TOTAL QUALIFIED CIRCULATION					
PERCENT					

3b. (OPTIONAL) QUALIFICATION SOURCE BREAKOUT OF E-NEWSLETTER DISTRIBUTION FOR ISSUE OF MAY 2010

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 years		
I. Request: _____					
II. Other Than Request: _____					
III. Single Copy Sales: _____					
TOTAL DISTRIBUTION					
PERCENT					

4. GEOGRAPHICAL BREAKOUT OF FOR ISSUE OF MAY 2010

Regions	Magazine Circulation		E-Newsletter	
	Total Qualified	Percent	Total Qualified	Percent
NEW ENGLAND				
MIDDLE ATLANTIC				
EAST NO. CENTRAL				
WEST NO. CENTRAL				
SOUTH ATLANTIC				
EAST SO. CENTRAL				
WEST SO. CENTRAL				
MOUNTAIN				
PACIFIC				
APO/FPO				
INTERNATIONAL				
E-mail Address Only				
TOTAL QUALIFIED MAGAZINE CIRCULATION/ E-NEWSLETTER DISTRIBUTION				

The separate channel figures should not be added together as no attempt has been made to identify or eliminate duplication that may exist across media channels.

5. ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	
Advertiser and Agency _____	
Rotated or Occasional _____	
Allocated for Trade Shows and Conventions _____	
Digital _____	
All Other _____	
TOTAL	

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.	Date signed	
John J. Smith, Publisher	State	Connecticut
William Doe, Circulation Manager	County	Fairfield
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	
IMPORTANT NOTE:	Type	PJ
This unaudited Multimedia report has been checked against the previous audit report.	ID Number	C999POJO
It will be included in the annual audit made by BPA Worldwide.		