





Power of Engagement!

Our Readers Respond

	<u>WD DIARY PROMOTION</u>	<u>RESPONSES</u>
<p>Woman's Day</p> 	<p>"Stylin' for Summer" Sweepstakes featured online April 15–May 31, 2008. Prize: Stylish summer bag from <i>Woman's Day</i>.</p>	<p>100,225</p>
<p>Florida Tourism</p> 	<p>"Kissimmee Getaway" Sweepstakes featured in the April 15, 2008 issue. Grand Prize: Six-day, five-night vacation for four, including condo accommodations, tickets to various Kissimmee events and a rental car.</p>	<p>84,731</p>
<p>Texas Tourism</p> 	<p>"San Antonio Getaway" Sweepstakes featured in the May 6, 2008 issue. Grand Prize : Three-day, two-night trip for two to San Antonio, Texas, plus air-fare and hotel accomodations.</p>	<p>63,979</p>
<p>Blue Buffalo</p> 	<p>"Blue Buffalo Family" Sweepstakes featured in the May 6, 2008 issue. Grand Prize: Selection of Blue Buffalo pet food and Blue Buffalo paraphernalia.</p>	<p>32,214</p>