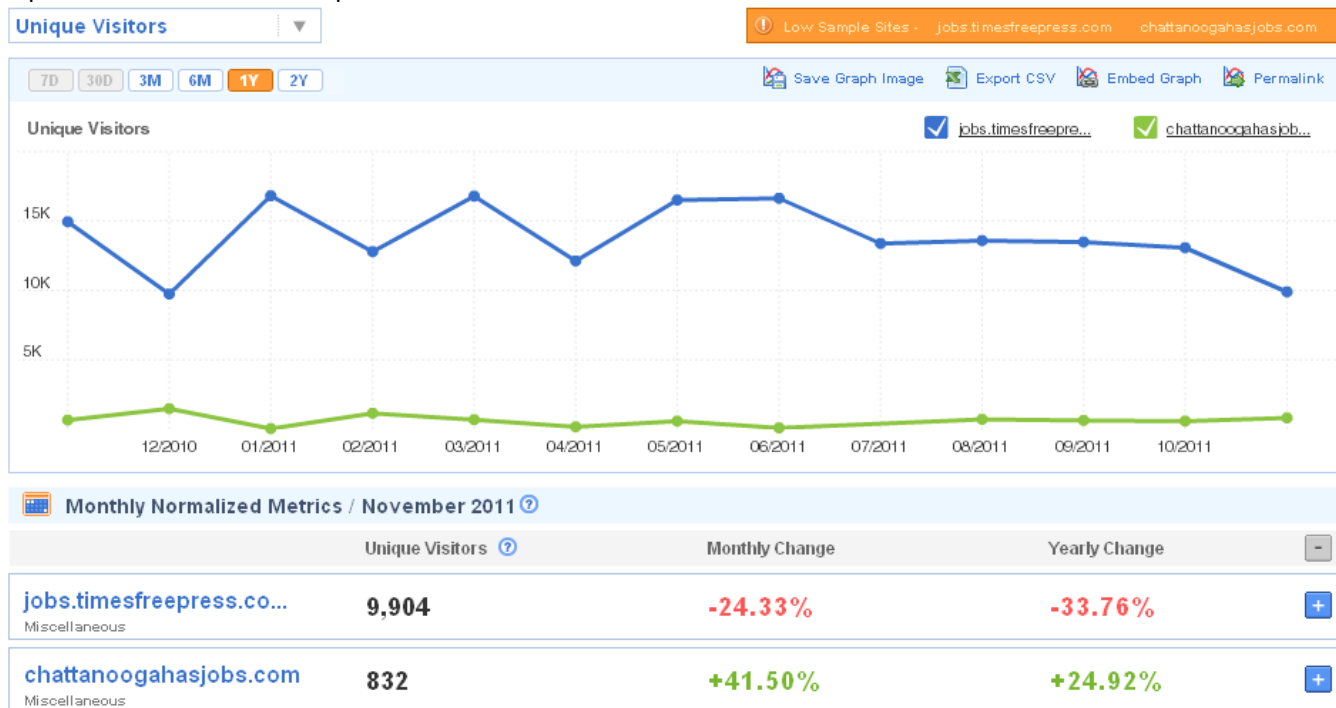


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November 2011 Statistics

Competitive Trends from Compete.com:



NOTE: Neither the geography, nor the sample size is known to determine the above statistics. It is to be used to show website share and trends of the competitive online market.

Site Traffic¹ :

Total Monthly Unique Visitors:	695,698
Total Page Views:	6,355,038
Total Visits:	1,052,948
Total Average Pages Per Unique Visitor:	8.8
Mobile Traffic² :	
Ad Impressions:	351,070
Click-through Rate:	0.23
Average Daily Active Daily Users:	869
Total Monthly Users:	3,858
New Sign Ups:	805
Social Media Sharing (Facebook, Twitter, email):	273
Total Stories Viewed:	234,388

Top Sections by Page Views, November 2011¹

1. Right2Know
2. Home Page
3. Local/Regional News
4. Latest News
5. JOBS
6. Enhanced Edition
7. Obituaries
8. Sports - College
9. Sports
10. Entertainment
11. Search
12. Local Business – TN Valley
13. Homes
14. Sports - Preps
15. Opinon – Clay Bennett