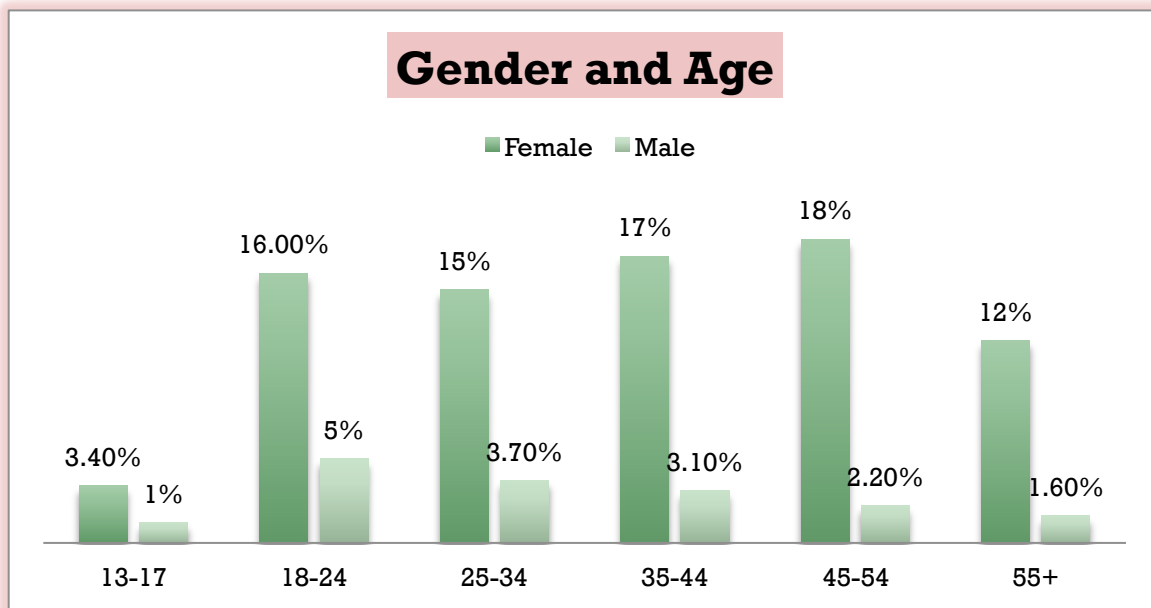


The Tiniest Tiger Community Demographics

Based on The Tiniest Tiger's Curious Cat's 2011 Survey- The Tiniest Tiger community members are **82% female** and 17% male. The female membership is evenly distributed across all the female age groups proving the broad range of appeal of The Tiniest Tiger. The readers are college educated with an average household income of \$75,000 or more. The majority of the members reside in the United States, with the United Kingdom, Italy, Canada, Australia, Ireland, Greece, France, Norway and Finland rounding out the top 10. There are members of the community from 49 countries as of March 11, 2011. The top cities represented by the readers are Atlanta, Dallas, New York, Chicago, Seattle, Rome, Italy, Los Angeles, Philadelphia, Columbus, Ohio, and Dublin, Ireland. This demonstrates the global appeal of The Tiniest Tiger.



As of March 14, 2011, there are **22,254** members on The Tiniest Tiger's facebook page. An impressive 87% (19,418) of the members are active, meaning viewing and interacting with The Tiniest Tiger each month. Facebook insights show that over 5,000 people are active on the page every day, and over 10,000 are active every week. The Tiniest Tiger page accrues on average 1.7 million post views per month demonstrating loyalty and consistent engagement from members.

Reader engagement: 500 people completed the Curious Cat Survey demonstrating the high level of reader engagement The Tiniest Tiger's readers have with the blog.