



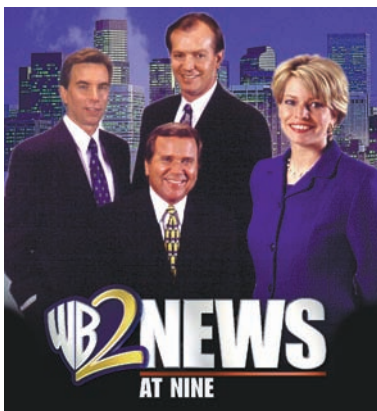
WB2 The Right Choice!



COMPANY HISTORY

KWGN-TV is Colorado's television pioneer and leader, with one of the most sophisticated broadcast facilities in the country. Not only was KWGN-TV the first television station in Colorado (July 1952), but it also is credited with other firsts in Denver television, including:

- ☐ First all local 3 Hour Early Morning News WB2day
- ☐ First regularly scheduled prime-time news hour program
- ☐ First local station to acquire a four camera color mobile unit, thereby establishing the capacity for color remote telecasts and becoming the first Denver outlet to originate such a telecast.
- ☐ First independent station in the nation to receive the Newsfilm Station of the Year award from the National Press Photographers Association (1970)
- ☐ First local station to use computer-controlled on-air switching
- ☐ First television home of the Colorado Rockies Major League telecasts
- ☐ First station in the country to be carried on cable



Tribune Broadcasting Company, parent company of KWGN-TV purchased KWGN in March 1966. The station, an affiliate of the WB Network is number one in longevity of continuous ownership in the Denver market.





Research

BIG IDEAS



When Do Consumers Buy?

Consumers are most likely to do majority shopping on Saturday. For those under 35, Saturday and Sunday are just about tied for primary shopping day, while among those over 55, Thursday is the top pick.

When Consumers Shop

Day of Week	All Shoppers	Under 35 Years Old	Over 55 Years Old
Sunday	12%	23%	7%
Monday	11%	12%	9%
Tuesday	11%	8%	13%
Wednesday	11%	6%	17%
Thursday	18%	9%	29%
Friday	16%	19%	13%
Saturday	21%	24%	12%

In a survey on midweek shopping patterns and in-store demonstrations, found that only one-third of weekend shoppers also made a midweek trip to the store, whereas midweek shoppers are about 40% less likely to primarily shop on weekends.

Midweek shoppers (defined as those shopping between Tuesday-Thursday, 2pm-8pm) are 8% more likely to be influenced by in-store demonstrations, and 35% of those surveyed planned to purchase, on that day the product being demonstrated. Midweek shoppers are 13% more likely to be looking for new products to try. The majority of midweek shoppers (66%) come directly from work.

Supermarkets

When Business Occurs

January...7.8%
February...7.5
march...8.1
April...8.1
May...8.3
June...8.4
July...8.7
August...8.6
September...8.4
October...8.4
December...9.3

U.S. Dept of Commerce
Monthly Retail Trade Statistics



Occupation

	%
Professional.....	12.1%
Managerial.....	13.5
Sales.....	6.8
Administrative....	12.7
Technicians.....	3.6
Farming.....	1.0
Service.....	6.7

White Collar...	48.8
Blue Collar	25.4
Work Full Time...	62.9

Source: Scarborough Sept '99-Feb '00



Income

	%
\$45,000+.....	52.0
\$50,000+.....	42.4
\$75,000+.....	23.6
\$100,000+.....	10.6
\$150,000+.....	3.5

Household Owns Computer...76.3%

Demographics

Males...51%/Females...49%

Age Breakdown

Age	%
18-24.....	11.5
25-34.....	21.4
35-44.....	26.4
45-54.....	19.8
55-64.....	10.8
65+.....	10.0
18-34.....	32.9
18-49.....	71.2
35-49.....	38.2
25-54.....	67.6
50+.....	28.8

Education

1-3 Yrs College 40.4
College Grad....17.8

Source: Scarborough Sept '99-Feb '00



Demographics

BIG IDEAS

Psychographics And Store Selection



According to the Food Marketing Institute (FMI), these are four types of super-market shoppers.

- **Price Seekers** - go out of their way to find the lowest price and generally eat at home. They have high expectations and don't always think the store delivers.
- **Passive Purchasers** - seldom plan meals and buy groceries on impulse, but they are conscious of price.
- **Affluent Planners** - focus on quality and variety when they grocery shop. They plan their meals and are not concerned with price.
- **Convenience Seekers** - look for the quickest way to shop and prepare meals. They are not price sensitive.

Women the Biggest Target



Female Demo Composition

65%

% of Heavy
Supermarket
Spenders
that are
Women

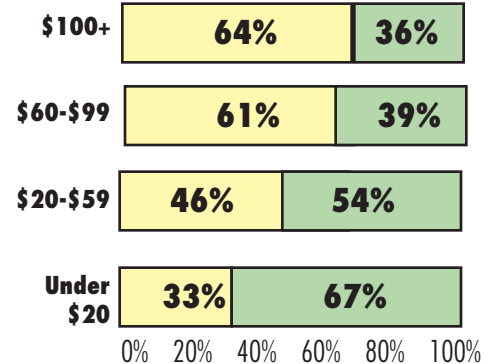
64%



% of WB
Viewers
that are
Women

Source: NTI, '99-00 Broadcast Season (9/20/99-5/24/00)

Women Spend More at The Grocery Store



Women

Men

Source: MRI Doublebase, Fall '99

Buying Patterns

Female heads of households conduct 72% of the primary supermarket shopping; male heads of households 16%. Twelve percent of men and women conducted their primary shopping together.

Among adults 18+ who shopped any supermarket or food store in the last month, Simmons Market research Bureau reports that the targets shopper population comes from among the 35-44 age group.



Company History



Company History...

Lloyd J. King sold his interest in five **Save-A-Nickel** grocery stores in the Denver area in 1944 to serve the Navy. Upon returning in 1946, Mr. King purchased a city block in Arvada, Colorado on which he planned to build a new supermarket, but a shortage of building materials and scarcity of building permits led him to open an open-air fruit market. A second location in Arvada was operated as a small meat market until; expansion into an adjacent building which led to celebration and opening King Soopers number one on June 16th 1947.



Innovation...

Mr. King pioneered the concept of a self-service meat department in that first store. By 1949 Mr. King had opened three stores.

Growth...

King Soopers merged with the Dillion Companies in 1957 and Lloyd continued his role as president of the then 10 store chain. Support facilities were added, including a combination grocery-frozen food-dairy warehouse, in 1957 a first bakery plant in 1959. Growth continued throughout the next two decades with 40 new stores, new grocery, frozen food, general merchandise warehouses, a meat processing facility, a new bakery plant, photo finishing and a complete dairy operation by the end of the 70's.

Commitment to the Community...

Service to the community is a King Soopers Hallmark. Services include the first-in-store recycling program in the nation for which King Soopers received Presidential commendation.





Sooper Seller Proposal



Sooper Seller Proposal...

The following is a comprehensive Vendor Campaign created to increase sales, create awareness and build goodwill in the community.

