

3. TRAILBLAZING 90 DAYS TO NUMBER 1

Our industry-leading advertising drives customers to our stores!
With National Tiles you will get noticed!



With our market knowledge and buying power, we negotiate the best deals for your local market. We are able to do this with the:

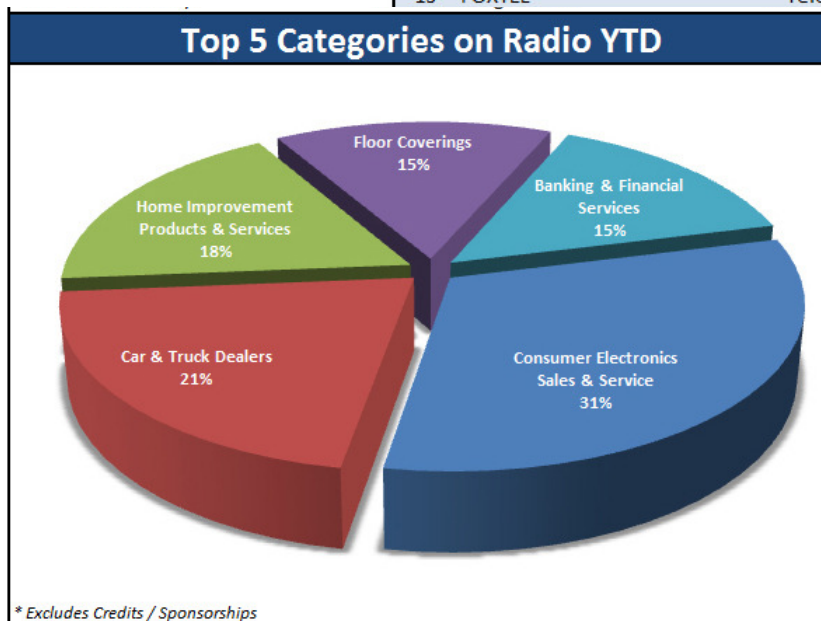
- ✓ **Right message**
- ✓ **Right medium**
- ✓ **Right target audience**

Through our aggressive media strategy, we make sure that people are aware of National Tiles so that you can focus on increasing your market share.

HERE'S HOW WE DO IT

- ❖ Within Australia, we are proudly ranked No. 2 out of the top 20 commercials on radio and yet we currently only operate in 2 states.

Top 20 Commercials on Radio YTD			
January 1 - April 5, 2011			
Rank	Brand	Category	Instances
1	Harvey Norman	Consumer Electronics Sales & Service	59231
2	National Tiles	Floor Coverings	20525
3	Domayne	Department Stores	19379
4	Digital Radio Plus	Radio	14460
5	McDonald's	Fast Food	11462
6	Commercial Radio Australia	Radio	11058
7	Clive Peeters	Consumer Electronics Sales & Service	9635
8	Bing Lee	Consumer Electronics Sales & Service	5893
9	Rivers	Apparel, Footwear & Accessories	5390
10	Video Ezy	Multimedia Retailers	5360
11	Coles	Food Stores & Supermarkets	5137
12	Advanced Medical Institute (AMI)	Medical Services	5130
13	FOXTEL	Television & Pay TV	5062



Coverings	4908
ated Products & Remedies	4888
Improvement Products & Services	4733
aising	4424
Stores & Supermarkets	4125
ommunication Products & Services	3798
e Passenger Travel	3679

- ❖ We are No.1 in the Floor Coverings category !