

DEMOGRAPHIC TRENDS AND MARKET ANALYSIS

In today's slowing economy, it's especially crucial to back real estate decisions with the most accurate and timely information to inform market analyses, customer profiling and site selection. However, most demographic data providers rely on estimates and projections based on the U.S. Census Bureau, a source updated only once every 10 years.

To address the need for reliable, up-to-date information, Pitney Bowes MapInfo is partnering with The Gadberry Group to introduce GroundView™, a joint demographic data offering updated on a quarterly basis. GroundView offers real estate professionals a competitive advantage by providing a unique level of precision for rapidly changing markets. By opening a window into the statistics of a market at the granularity of the census block level, decision makers can determine with greater accuracy the demographic and lifestyle characteristics of population and households concentrated in smaller parcels on the landscape surrounding a given property, retail business or shopping center.

Pitney Bowes MapInfo is the leading global provider of location intelligence data, software and services to retailers and commercial real estate developers. For more information on Pitney Bowes MapInfo products, visit www.mapinfo.com/groundview.

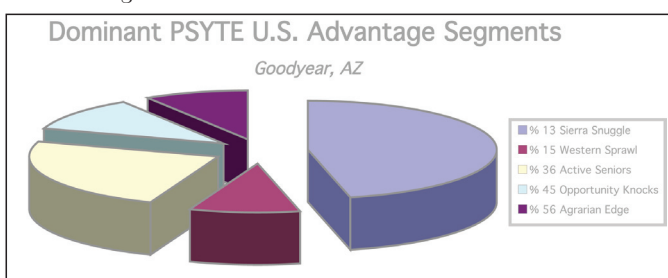
A VIEW FROM THE GROUND: GOODYEAR, ARIZONA

Bordering the Estrella Mountains just 20 minutes west of downtown Phoenix, Goodyear, Arizona measures 190 square miles and has an estimated population of over 58,000. *Forbes* Magazine ranked Goodyear as the fourth fastest growing suburban city in the country. The Gadberry Group also cited the city as one of the seven notable places last year for its impressive household growth by 166 percent between 2000 and 2007. Regardless of this recent growth, residents and visitors of Goodyear still experience all the benefits of a small community, including less traffic, safe neighborhoods and a friendly, inviting atmosphere.

► Suburban City Dwellers

MapInfo® PSYTE® U.S. Advantage, leveraging the same accurate household counts as the GroundView demographics, offers a combination of Pitney Bowes MapInfo's location intelligence lifestyle and consumer data, geo-demographics and clustering techniques that provide accurate snapshots of American neighborhoods.

Over 40 percent of the total households in Goodyear are classified in the PSYTE cluster Sierra Snuggle, which is common in high-growth areas of the Mountain and Western states. About half of this segment consists of young, college educated, dual-earning families with children in an 80/20 owner to renter mix and mean family income of \$77,000. These young families can find many ways to enjoy the outdoors and stay active in Goodyear with the over 33 miles of mountain biking trails, as well as paths for horseback riding and hiking.



The second largest cluster in Goodyear is the Active Seniors segment. The travel patterns of today's retired couples — from snow-bird migrations to national and international eco-treks — reflect their better health and higher incomes than previous generations. About 18 percent live in mobile homes at least part of the year, and 60 percent live in detached owner-occupied housing (one third of which is owned free and clear). These Active Seniors are surely taking advantage of Goodyear's 12 area golf courses, including an 18-hole golf course that is part of the 6.5 acre recreation area in Estrella Mountain Regional Park.

Pitney Bowes MapInfo's research shows that households in the Opportunity Knocks and Western Sprawl clusters have increased in the last year. While the Western Sprawl segment represents young families with children (householders ages 25 to 49), the Opportunity Knocks segment consists largely of young singles and couples without children. People in this cluster have answered the "old call of the New West" to move into existing towns and metro areas where job opportunities are multiplying as Western states experience high economic growth. Home to companies, such as Lockheed Martin, McLane Sunwest, CAVCO and Rudolph Bros, Goodyear houses over 200,000 square feet of Class A office space with lower than average vacancy rates.

► Where Do They Live, Work and Shop?

Known for its planned communities and luxury housing, Goodyear's dynamic new residential developments have attracted thousands of newcomers in recent years and active recruitment for high quality developments will continue to drive the city's future growth. With five major master-planned communities, Goodyear offers a home and lifestyle to its growing young, affluent and active population.

To the left is a pattern captured by GroundView demographic data, and below is aerial photography offered by DigitalGlobe®, a leading provider of digital imagery. A demographic report generated on Block Group 040130610051 shows that the number of households showed significant growth between 2000 and 2007, and more than doubled between 2007 and 2008.

Total Households	Count
1990 Households	6
2000 Households	28
2007 Households	329
Q2 2007 Households	352
Q3 2007 Households	421
Q4 2007 Households	475
2008 Households	1091

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More importantly, however, is that the report at the census block level indicates the development (Suncor Home's development called Palm Valley PH5) responsible for the increase is geographically isolated in only the far eastern portion of the block group.

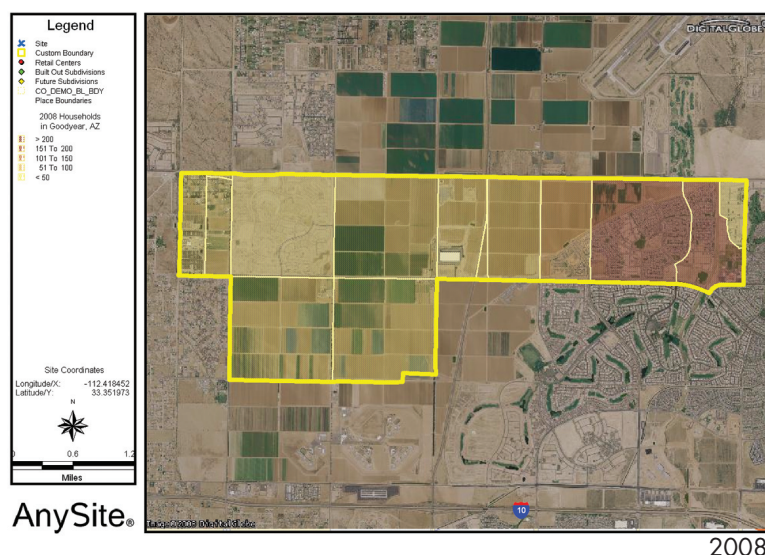
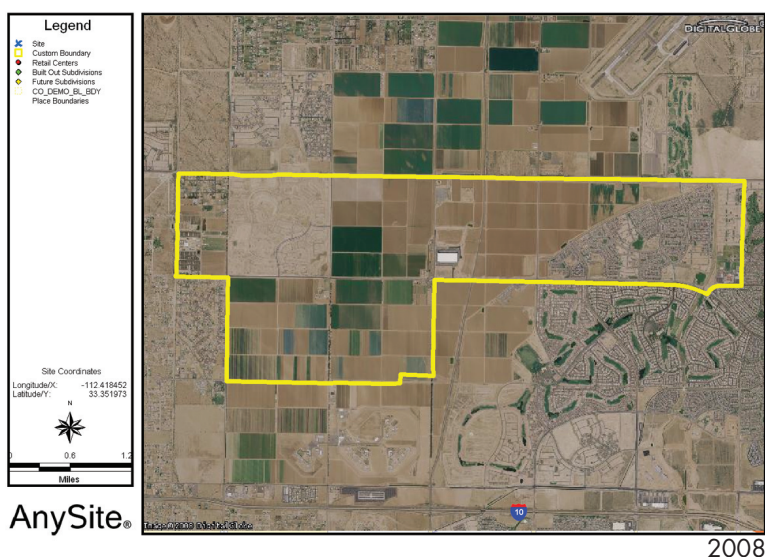
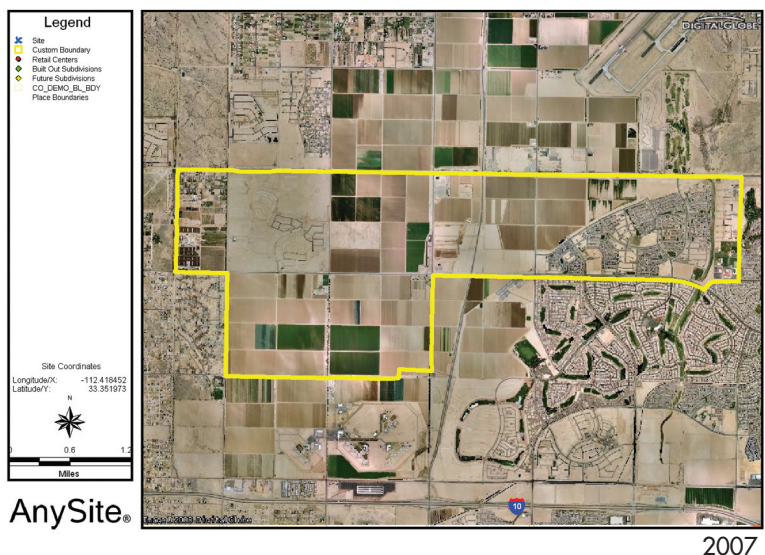
The thematic map and table provide extremely important insight into the growth pattern in this community.

SunCor's Palm Valley master-planned mixed-use development has brought much-needed retail to the Goodyear area, and it is continuing to grow. Goodyear is becoming known as a retail center for the southwest valley where a new regional mall by Macerich/Westcor, Estrella Falls, is set to open fall 2010. Residents will no longer have to drive distances of thirty miles or more to do their shopping.

The city is also positioning itself as the employment center for the southwest valley with plans in development to make the Phoenix-Goodyear Airport, which ranks among the Valley's hottest potential development spots, as the focal point of a 4,000-acre, 5-square-mile, mixed-use employment corridor that would be one of the largest in the state. The employment corridor would provide an estimated 50,000 employees with jobs, offering the opportunity to work and live in the same city. In the next few years, Goodyear will also welcome the opening of a new hospital and local campuses for Franklin Pierce University in New Hampshire and the University of the Incarnate Word in San Antonio, Texas. "Goodyear really is the total package," said Barbra Coffee, Senior Development Manager for the City of Goodyear Economic Development Department. "This is a well-planned city that is fast becoming a premier destination complete with regional shopping, regional employment opportunities and incredible amenities."

"Fast growing communities like ours need accurate, up-to-date population numbers," said Harry Paxton, City of Goodyear Economic Development director. "This data provides a very detailed 21st century household demographic profile showing who the customers are in a market area. Quality data like this can help us market to corporate America why Goodyear is an excellent location choice in the Greater Phoenix area."

Aerial imagery courtesy of DigitalGlobe®



Block Key	2008 Households	Block Key	2008 Households	Block Key	2008 Households
40,130,610,051,001	463	40,130,610,051,008	3	40,130,610,051,004	0
40,130,610,051,002	407	40,130,610,051,007	2	40,130,610,051,005	0
40,130,610,051,003	96	40,130,610,051,006	1	40,130,610,051,009	0
40,130,610,051,010	26	40,130,610,051,013	1	40,130,610,051,014	0
40,130,610,051,011	20	40,130,610,051,000	0		