

Spot Calendar By Station

GR RPDS-KALA-BATTLE Television

Client: MICHIGAN CREDIT UNION LEAGUE
 Brand/Product: IMAGE / 2ND QTR
 Campaign: G.R, T.C., MARQ TV
 Flight: 04/07/2008 - 06/15/2008
 Sweeps: Share Feb 08 -> HUT/PUT Feb 07, Feb 06
 Station: WOTV, WWMT, WZZM, Comc6625MI, WOOD, WXMI

BERLINE
 70 East Long Lake
 Bloomfield Hills, MI 48304

 Buyer: Sue J. Jendrusch
 Rate: Client Discount
 Estimate: MCUL/IMG/19

Weekly Distribution

| STN | DAYS | TIME | LEN | PROGRAM | Apr | Apr | Apr | Apr | May | May | May | May | Jun | Jun | SPOTS | DMA (R) | |
|------------------|----------|---------------------|-----|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|---------|-----|
| | | | | | 07 | 14 | 21 | 28 | 05 | 12 | 19 | 26 | 02 | 09 | | GRP's | RTG |
| WOTV | | | | | | | | | | | | | | | | | |
| AC | MTWTF-- | 07:00 pm - 08:00 pm | 30 | KING/JIM | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 40.0 | 1.0 |
| EN | MTWTF-- | 06:00 pm - 06:30 pm | 30 | EARLY NEWS | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 8.0 | 0.4 |
| PR | -T----- | 10:00 pm - 11:00 pm | 30 | BOSTON LEGAL | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 9 | 7.2 | 0.8 |
| | N/A 5/20 | | | | | | | | | | | | | | | | |
| PR | -----S- | 08:00 pm - 11:00 pm | 30 | ABC MOVIE | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 10 | 9.0 | 0.9 |
| WOTV Spot Totals | | | | | 8 | 8 | 8 | 8 | 8 | 8 | 7 | 8 | 8 | 8 | 79 | 64.2 | |

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|------------------|-------------------|---------------------|-----|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|--------------------|------|
| | | | | | 07 | 14 | 21 | 28 | 05 | 12 | 19 | 26 | 02 | 09 | | GRP's | RTG |
| WWMT | | | | | | | | | | | | | | | | | |
| EM | MTWTF-- | 06:00 am - 07:00 am | 30 | AM NEWS 6A | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 40.0 | 2.0 |
| EM | MTWTF-- | 07:00 am - 09:00 am | 30 | CBS EARLY MORN | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 20.0 | 1.0 |
| EN | MTWTF-- | 05:00 pm - 06:00 pm | 30 | EARLY NEWS | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 40.0 | 2.0 |
| PR | M----- N/A 4/7 | 08:00 pm - 09:00 pm | 30 | MET/ CHRISTINE | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 45.0 | 5.0 |
| LN | MTWTF-S | 11:00 pm - 11:35 pm | 30 | LATE NEWS | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 | 125.0 | 2.5 |
| AC | MTWTF-- | 07:00 pm - 08:00 pm | 30 | WHEEL/JEOP | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 | 200.0 | 4.0 |
| PR | -----S 5/11 | 08:00 pm - 10:00 pm | 30 | SURVIVOR FINA | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 11.0 | 11.0 |
| PR | ----F-- | 08:00 pm - 09:00 pm | 30 | GHOST WHISP | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 6 | 24.0 | 4.0 |
| PR | M----- N/A 4/7 | 09:00 pm - 10:00 pm | 30 | 2 1/2 MEN/RULE | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 8 | 56.0 | 7.0 |
| PR | ----F-- | 10:00 pm - 11:00 pm | 30 | NUMB3RS-CBS | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 6 | 18.0 | 3.0 |
| PR | -----S 6/15 | 08:00 pm - 11:00 pm | 30 | TONY AWARDS | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 4.0 | 4.0 |
| PR | -----S 5/11 | 10:00 pm - 11:00 pm | 30 | SURV REUNION | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 8.0 | 8.0 |
| PR | -----S 5/18 | 08:00 pm - 11:00 pm | 30 | COUN MUSIC AW | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 5.0 | 5.0 |
| PR | --T--- | 09:00 pm - 10:00 pm | 30 | CSI | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 4 | 24.0 | 6.0 |
| WWMT Spot Totals | | | | | 19 | 19 | 19 | 18 | 20 | 20 | 20 | 20 | 21 | 21 | 197 | 620 | |

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|------------------|---------|--------------------------|-----|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|--------------------|-----|
| | | | | | 07 | 14 | 21 | 28 | 05 | 12 | 19 | 26 | 02 | 09 | | GRP's | RTG |
| WZZM | | | | | | | | | | | | | | | | | |
| EN | -----S | 06:00 pm - 07:00 pm | 30 | EARLY NEWS SUN | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 10 | 10.0 | 1.0 |
| EN | MTWTF-- | 05:30 pm - 06:00 pm | 30 | EARLY NEWS | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 30.0 | 1.5 |
| EM | MTWTF-- | 07:00 am - 09:00 am | 30 | GMA | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 40.0 | 2.0 |
| LN | MTWTF-S | 11:00 pm - 11:35 pm | 30 | LATE NEWS | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 | 100.0 | 2.0 |
| PR | -----S | 09:00 pm - 10:00 pm | 30 | DESP HOUSEWIVE | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 7 | 56.0 | 8.0 |
| | | N/A 6/1, 6/8, 6/15 | | | | | | | | | | | | | | | |
| EN | MTWTF-- | 06:00 pm - 06:30 pm | 30 | EARLY NEWS 6PM | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 40.0 | 2.0 |
| PR | M----- | 09:00 pm - 10:00 pm | 30 | BACHELORETTE | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 4 | 16.0 | 4.0 |
| | | 5/19-6/23 | | | | | | | | | | | | | | | |
| PR | ---T--- | 08:00 pm - 09:00 pm | 30 | UGLY BETTY | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 8 | 24.0 | 3.0 |
| | | N/A 6/5, 6/12, 6/19 | | | | | | | | | | | | | | | |
| PR | -----S | 07:00 pm - 08:00 pm | 30 | AMR-VIDEOS-ABC | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 7 | 35.0 | 5.0 |
| PR | -----S | 10:00 pm - 11:00 pm | 30 | BROTHERS/SISTE | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 4 | 20.0 | 5.0 |
| | | EFF 4/20. N/A 6/5, 8, 15 | | | | | | | | | | | | | | | |
| AC | MTWTF-- | 07:00 pm - 07:30 pm | 30 | ENT TONIGHT | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 80.0 | 2.0 |
| PR | ----F-- | 10:00 pm - 11:00 pm | 30 | 20/20 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 9 | 18.0 | 2.0 |
| PR | -----S | 09:00 pm - 10:00 pm | 30 | DESP HOUSEWIVE | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 8.0 | 8.0 |
| | | WK 4/7 | | | | | | | | | | | | | | | |
| PR | -T----- | 10:00 pm - 11:00 pm | 30 | BOSTON LEGAL | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 3 | 9.0 | 3.0 |
| | | N/A 6/10, 6/17 | | | | | | | | | | | | | | | |
| PR | --W---- | 09:00 pm - 10:00 pm | 30 | SUPER NANNY | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3.0 | 3.0 |
| WZZM Spot Totals | | | | | 23 | 20 | 20 | 20 | 20 | 20 | 22 | 20 | 20 | 19 | 204 | 489 | |

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|------------------------|---------|---------------------|-----|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|--------------------|-----|
| | | | | | 07 | 14 | 21 | 28 | 05 | 12 | 19 | 26 | 02 | 09 | | GRP's | RTG |
| Comc6625MI | | | | | | | | | | | | | | | | | |
| CA | MTWTFSS | 06:00 pm - 12:00 am | 30 | prime sports | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 60 | 30.0 | 0.5 |
| CA | ----SS | 08:00 pm - 09:00 pm | 30 | Wild Kingdom/M | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 13 | 1.3 | 0.1 |
| CA | ----SS | 08:00 pm - 12:00 am | 30 | Movies/Law & O | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 18.0 | 0.9 |
| CA/TRAV | MTWTFSS | 08:00 pm - 11:00 pm | 30 | Passport to Eu | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 70 | 14.0 | 0.2 |
| CA/TRAV | ----SS | 06:00 pm - 08:00 pm | 30 | Alaska Wide Op | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 0.0 | 0.0 |
| CA | MTWTFSS | 04:00 pm - 07:00 pm | 30 | Full House/8 S | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 | 10.0 | 0.2 |
| CA | MTWTFSS | 06:00 pm - 12:00 am | 30 | Modern Marvels | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 60 | 18.0 | 0.3 |
| CA/VS | MTWTFSS | 07:00 pm - 12:00 am | 30 | Versus sports | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 | 5.0 | 0.1 |
| CA/VS | ----SS | 08:00 pm - 09:00 pm | 30 | Versus Sports | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 10 | 1.0 | 0.1 |
| CA | MTWTFSS | 06:00 am - 09:00 am | 30 | Weather Outloo | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 8.0 | 0.2 |
| CA | MTWTFSS | 06:00 am - 09:00 am | 30 | First Look/Mor | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 0.0 | 0.0 |
| CA | MTWTFSS | 03:00 pm - 06:00 pm | 30 | TIME MACHINE< | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 | 6.0 | 0.2 |
| CA | MTWTFSS | 06:00 pm - 12:00 am | 30 | Jeff Corwin/Me | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 80 | 8.0 | 0.1 |
| CA | MTWTF-- | 11:00 pm - 12:00 am | 30 | O' Reilly Fact | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 6.0 | 0.3 |
| CA | ----SS | 12:00 pm - 06:00 pm | 30 | SportsCenter/L | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 8.0 | 0.4 |
| CA | MTWTF-- | 07:00 pm - 08:00 pm | 30 | Everybody Love | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 22.0 | 1.1 |
| CA/CMD | ----SS | 07:00 pm - 08:00 pm | 30 | Scrubs/Movie | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 10 | 4.0 | 0.4 |
| CA | MTWTF-- | 09:00 pm - 11:00 pm | 30 | Movies/Law & O | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 | 18.0 | 0.6 |
| CA | MTWTFSS | 06:00 pm - 12:00 am | 30 | Red Wings Play | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 1.5 | 0.5 |
| CA | MT----- | 08:00 pm - 09:00 pm | 30 | Deadliest Catc | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 10 | 4.0 | 0.4 |
| CA | MTWTFSS | 06:00 pm - 12:00 am | 30 | Pistons Playof | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 2.0 | 0.5 |
| CA | MTWTFSS | 04:00 pm - 07:00 pm | 30 | Closing Bell/F | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 | 3.0 | 0.1 |
| CA/CMD | MTWTFSS | 04:00 pm - 07:00 pm | 30 | Scrubs/Movie | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 2.0 | 0.1 |
| CA | MTWTFSS | 06:00 pm - 12:00 am | 30 | Situation Room | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 | 8.0 | 0.2 |
| CA | ----SS | 10:00 pm - 11:00 pm | 30 | VH1 Special/Sc | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 10 | 3.0 | 0.3 |
| CA | MTWTFSS | 06:00 pm - 12:00 am | 30 | Pistons Playof | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0.5 | 0.5 |
| Comc6625MI Spot Totals | | | | | 76 | 77 | 78 | 77 | 76 | 76 | 75 | 75 | 76 | 75 | 761 | 201.3 | |

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|------------------|---------|---------------------|-----|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|--------------------|-----|
| | | | | | 07 | 14 | 21 | 28 | 05 | 12 | 19 | 26 | 02 | 09 | | GRP's | RTG |
| WOOD | | | | | | | | | | | | | | | | | |
| EM | MTWTF-- | 05:00 am - 06:00 am | 30 | AM NEWS | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 40.0 | 2.0 |
| EM | -----S | 07:00 am - 08:00 am | 30 | SUNDAY AM NEWS | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 10 | 20.0 | 2.0 |
| EM | MTWTF-- | 07:00 am - 09:00 am | 30 | TODAY SHOW | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 | 120.0 | 4.0 |
| EM | MTWTF-- | 06:00 am - 07:00 am | 30 | AM NEWS | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 80.0 | 4.0 |
| EN | MTWTF-- | 05:30 pm - 06:00 pm | 30 | EARLY NEWS | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 60.0 | 3.0 |
| EN | MTWTF-- | 05:00 pm - 05:30 pm | 30 | EARLY NEWS | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 10 | 20.0 | 2.0 |
| EN | MTWTF-- | 06:00 pm - 06:30 pm | 30 | EARLY NEWS | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 | 100.0 | 5.0 |
| LN | ----S- | 11:00 pm - 11:35 pm | 30 | LN SATURDAY | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 10 | 40.0 | 4.0 |
| PR | -T---- | 08:00 pm - 10:00 pm | 30 | BIGST LSR4-NBC | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 9 | 63.0 | 7.0 |
| LN | MTWTF-- | 11:00 pm - 11:35 pm | 30 | LATE NEWS | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 | 120.0 | 4.0 |
| PR | ---T--- | 08:00 pm - 09:00 pm | 30 | EARL/30 ROCK | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 5 | 35.0 | 7.0 |
| PR | -----S | 08:00 pm - 09:00 pm | 30 | MONK | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 3.0 | 3.0 |
| WOOD Spot Totals | | | | | 18 | 19 | 18 | 19 | 17 | 19 | 18 | 19 | 19 | 19 | 185 | 701 | |

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| WXMI | | | | | | | | | | | | | | | | | |
| AC | MTWTF-- | 06:30 pm - 07:00 pm | 30 | 70'S SHOW | 0 | 1 | 3 | 3 | 3 | 0 | 3 | 1 | 1 | 1 | 16 | 32.0 | 2.0 |
| AC | MTWTF-- | 07:30 pm - 08:00 pm | 30 | TWO & HALF MEN | 0 | 2 | 3 | 3 | 3 | 2 | 1 | 2 | 2 | 2 | 20 | 80.0 | 4.0 |
| LN | -----S | 10:00 pm - 10:30 pm | 30 | LN SUNDAY | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 45.0 | 5.0 |
| LN | ----S- | 10:00 pm - 11:00 pm | 30 | SAT L NEWS | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 6 | 18.0 | 3.0 |
| | | | | PKG RATE PER GARY | | | | | | | | | | | | | |
| LN | ----S- | 10:00 pm - 11:00 pm | 30 | SAT L NEWS | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 3.0 | 3.0 |
| LN | MTWTF-- | 10:00 pm - 11:00 pm | 30 | M-F L NEWS | 1 | 1 | 3 | 3 | 3 | 0 | 3 | 3 | 3 | 3 | 23 | 92.0 | 4.0 |
| PR | ----F-- | 09:00 pm - 10:00 pm | 30 | HOUSE | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 8.0 | 4.0 |
| | | | | 4/11,4/18 | | | | | | | | | | | | | |
| PR | ---T--- | 09:00 pm - 10:00 pm | 30 | AMER IDOL | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 15.0 | 15.0 |
| | | | | 4/10 | | | | | | | | | | | | | |
| PR | -T---- | 08:00 pm - 09:00 pm | 30 | AMERICAN IDOL | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 2 | 32.0 | 16.0 |
| | | | | 4/8-5/13 | | | | | | | | | | | | | |
| PR | --W---- | 07:30 pm - 10:00 pm | 30 | AM IDOL GIVES | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 16.0 | 16.0 |
| | | | | 4/9 | | | | | | | | | | | | | |
| WXMI Spot Totals | | | | | 4 | 7 | 11 | 11 | 11 | 4 | 9 | 8 | 8 | 8 | 81 | 341 | |

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| | | | | | 07 | 14 | 21 | 28 | 05 | 12 | 19 | 26 | 02 | 09 | | DMA (R) | RTG |
| Weekly Schedule | | | | | 148 | 150 | 154 | 153 | 152 | 147 | 151 | 150 | 152 | 150 | 1507 | 2416.5 | |
| Spot Length Breakout | | | | | | | | | | | | | | | | | |
| # Spots | | | | | 148 | 150 | 154 | 153 | 152 | 147 | 151 | 150 | 152 | 150 | 1507 | 2416.5 | |
| 30 | | | | | | | | | | | | | | | | | |

Campaign Comments: CAMPAIGN FLIGHT DATES: 4/7-6/15/08