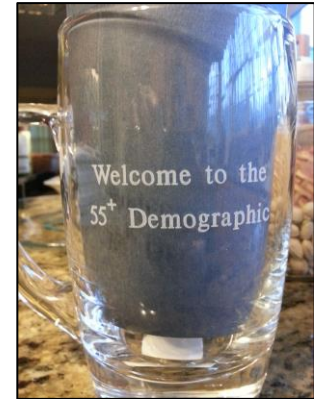


55 and Still Going Strong! **A Message from Charlie Sislen – Partner at Research Director, Inc.**

I was born on March 18, 1958.

On March 18, 1976, I turned 18. At that time, advertisers started targeting me. They tried to convince me what movies to watch, what food to eat, and where to shop. As I aged, specifically when I turned 25, advertisers' focus became even more intensive. They wanted me to buy their cars, eat at their restaurants, shop at their stores, and later (no cellphones in 1979) use their cellular service. There wasn't anything they didn't want to expose me to, and they were willing to pay for that exposure.



Simply put, in their eyes, I was highly desirable. That resulted in broadcasters targeting their programs to me, because that is what the advertisers wanted. I was the focus of their attention and I felt important.

Today, March 18, 2013, I turn 55. The 30+ years when advertisers wanted me as their consumer have now passed. My spending power is still strong, a lot stronger than when I was 25.

Let me explain in a clear fashion, with just a few examples. In the next year:

- I will buy a new car, but don't know which make.
- I will travel, but don't know to where.
- I will shop extensively, but don't know at which stores.
- I will eat out, but don't know at which restaurants.
- I will buy tickets to events, but don't know which ones.

Dear advertisers: I don't understand why you diminish the value of the 55+ portion of the population. Even though I have entered this demographic, my spending has not diminished. If anything, I will be buying more.

Dear broadcasters: Don't be ashamed of your 55+ audience. Document their value and spending power. Question the demographic groups that advertisers post.

60 is the new 40. By shunning my age group, both advertisers and broadcasters are missing out on tremendous opportunities for growth.

To quote Glenn Close in *Fatal Attraction*, "I'm not gonna be ignored."

Thank you for listening to an "old man" rant.