

During the 4th quarter, Westbrook-Parker showed continued growth and exceeded profit expectations. The New Year is starting strong with January proving to be a profitable month.

Database software sales are up by 13%, subscriptions to our online database management applications are up by 21%, and capital expenditures in the marketing department have decreased since the 3rd quarter.

## **Patrika is No.1 news daily in Rajasthan: IRS 2013**

Rajasthan is the largest state of India in terms of area. It holds a great significance in the country's geographical and monetary value. This place of erstwhile royal provinces has always been known for its hospitality, rich culture and heritage. In this land of traditions, a seed of journalism was sown many years ago by Karpur Chand Kulish, which is known as Rajasthan Patrika.

Rajasthan Patrika has been maintaining its No. 1 position in their base market for past many decades. As per the figures of Indian Readership Survey (IRS) 2013, Patrika is way ahead of its competitors with a huge difference of over 40 (21,11,000 readers) percent. While their closest competitor Dainik Bhaskar has only 53,64,000 average issued readership, Rajasthan Patrika is way ahead at 74,75,000 AIR.

### **In Jaipur city**

Patrika group with their heart wrenching journalism and combative journalists, has once again stood miles ahead of its nearest emulator Dainik Bhaskar in the city of Jaipur. As per the survey conducted by IRS, in year 2013, it was revealed that publications of Patrika group (Rajasthan Patrika & Daily News) combinely were way ahead of Dainik Bhaskar's over all AIR (average issue of readerships). RP & DN Together have an AIR of 10,93,000 readers, as compared to Bhaskar's 10,19,000 AIR.

### **In Various District Clusters**