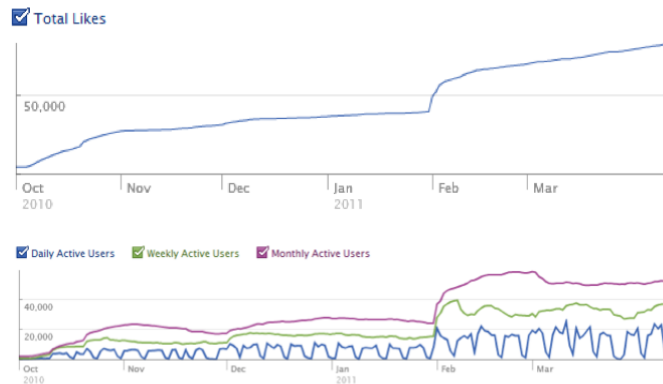


FACEBOOK LIKES

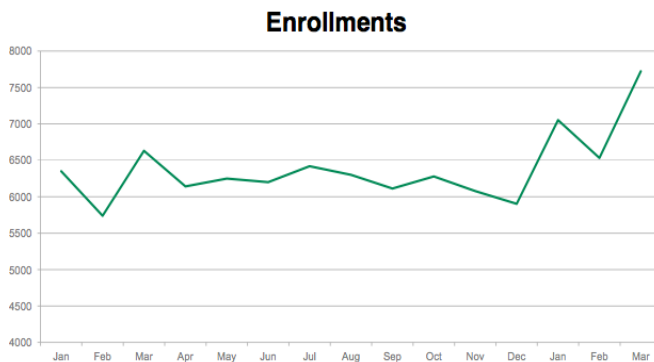
Rapid Growth since the page went live

- Strong growth as well as high levels of interaction within the FB community.
- Regular activity on a Monthly, Weekly and Daily basis.
- Interaction has not tapered off, which can be common on some FB pages.
- Even after campaigns that generate quick growth, still persistent levels of activity.

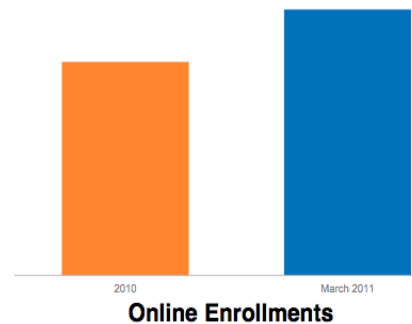


How has Social Media influenced Enrollments?

- Online enrollments relatively level through 2010
- March 2011 saw dramatic growth



Improvement
20% ↑



EL AL USA Facebook Page

