

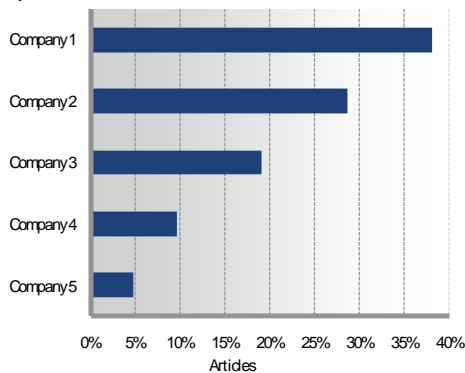


About StrategyOne

StrategyOne, a media research and analysis firm, delivers market intelligence solutions to solve marketing and communications business problems using strategic counsel and advanced analytics. Our solutions combine custom technology with proprietary methodologies and seasoned industry experts to deliver actionable data from which tactical and strategic communications plans can be designed and measured. StrategyOne applies these custom solutions to all types of media, including traditional print and online outlets as well as social media conversations. In addition to analyzing a company's media results, we monitor the media's response to the strategies of competitors and other industry players. StrategyOne is a Daniel J. Edelman company.

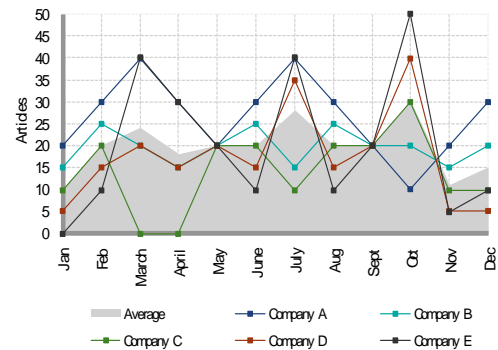
Share of Voice

- Understand and benchmark the media share of each company in a competitive set.
- Value: Determine each company's standing in the competitive landscape.*



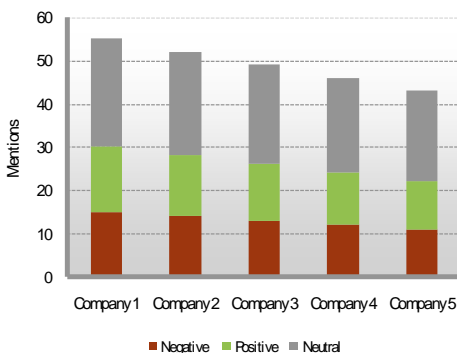
Article Volume Over Time

- Measure coverage over time for each company to identify trends in coverage volume.
- Value: Identify emerging competitors; measure outreach success over time.*



Brand Favorability

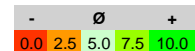
- Examine the amount of negative, neutral, and positive coverage for companies in a competitive set.
- Value: Identify opportunities for increasing positive or mitigating negative discussion.*

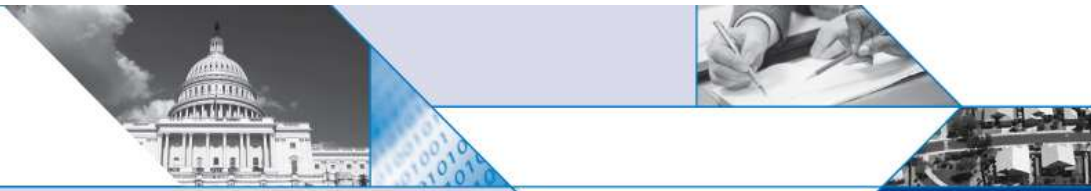


Average Favorability

- Measure the impact of positive and negative coverage on average tone across a competitive set. Also available for topics, influencers, or journalists.
- Value: Determine overall media perception of a company and its competitors.*

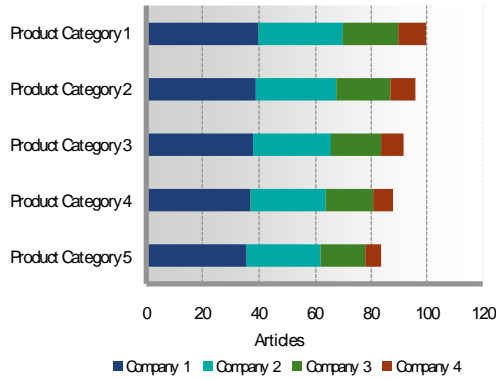
Rank	Company	Favorability by Mention			Average Fav.	Total Articles
		+	-	Ø		
1	Company 1	13	203	233	2.88	803
2	Company 2	135	44	177	6.28	760
3	Company 3	69	170	983	4.59	691
4	Company 4	106	2	143	7.07	559
5	Company 5	18	70	103	3.64	547





Product Category Share of Voice

- Understand and benchmark the media share of each company for specific product categories.
- Value: Determine which product categories drive media coverage and identify areas for improvement.*



Top Products Over Time

- Measure coverage volume over time for individual products and identify trends in coverage.
- Value: Gauge media success of product launches, gain insight into the cyclical or seasonal nature of some products.*

Company Top Products	2007		2008		Total Articles
	Q3	Q4	Q1	Q2	
Product 1	37	32	32	48	149
Product 2	85	0	5	22	112
Product 3	8	15	5	75	103
Product 4	14	9	39	36	98
Product 5	24	4	31	20	79
Product 6	45	13	1	7	66
Product 7	10	21	3	22	56
Product 8	10	10	0	35	55
Product 9	19	6	3	9	37
Product 10	7	4	3	12	26
Total Articles By Product Count	275	195	186	248	904

Coverage Drivers

- Quantitatively gauge the drivers of industry media coverage and uncover strategic opportunities or competitive threats.
- Value: Identify opportunities to increase discussion within specific topics or differentiate positioning relative to topics driving competitors' coverage.*

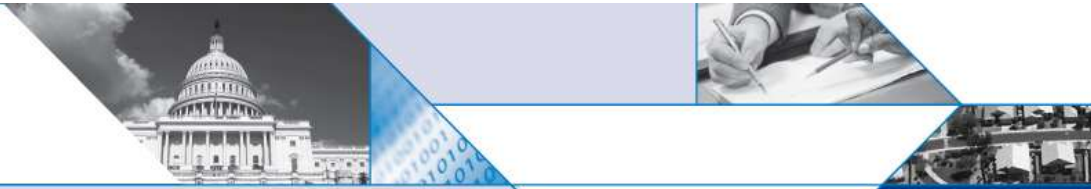
	Company 1	Company 2	Company 3	Company 4	Total Articles
Topic 1	1010	841	197	27	2075
Topic 2	438	109	57	33	637
Topic 3	129	44	18	12	203
Topic 4	91	7	0	2	100
Topic 5	86	6	5	0	97
Topic 6	10	72	8	5	95
Topic 7	11	44	1	1	57
Topic 8	24	14	8	1	47
Topic 9	13	4	5	14	36
Topic 10	26	0	0	6	32
Total Articles	1838	1141	299	101	3379

Average Favorability by Topic

- Measure overall average favorability for each company within the top media coverage drivers. Also available for journalists or publications.
- Value: Gauge specific topics that are driving positive or negative positioning of a company and identify opportunities to mitigate or increase coverage.*

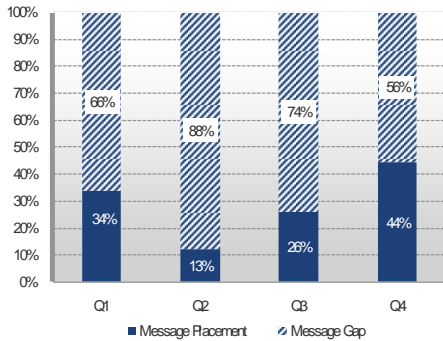
Rank	Company	Average Fav.	Total Articles	Top Coverage Drivers				
				Topic 1	Topic 2	Topic 3	Topic 4	Topic 5
1	Company 1	5.78	691	5.25	4.87	7.85	4.87	5.06
2	Company 2	5.13	760	5.13	4.87	6.59	4.87	4.87
3	Company 3	5.04	803	5.14	4.89	5.14	3.33	3.33
4	Company 4	4.98	559	4.66	7.14	4.66	4.66	4.66
5	Company 5	3.85	547	2.75	5.00	4.99	4.99	4.99

- 0.0 2.5 5.0 7.5 10.0 +



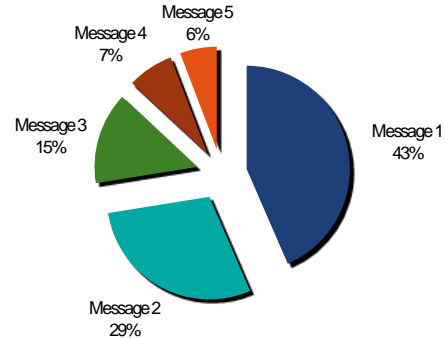
Message Penetration

- Measure how well messages resonate overall in the media by determining what percentage of stories contain one or more messages.
- Value: Benchmark message penetration against internal standards; identify opportunities for increasing message resonance.*



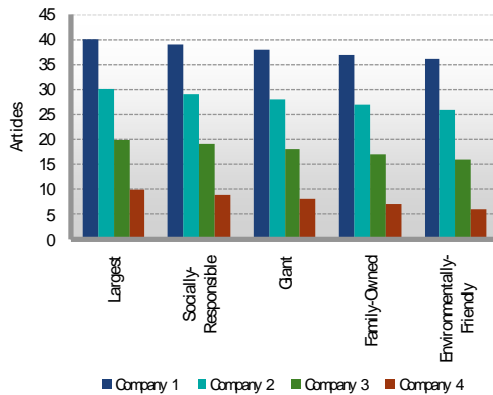
Message Breakout

- Measure how well specific messages resonate in the media and how messages are being delivered in media coverage.
- Value: Gauge effectiveness of specific message campaigns; determine which types of messages resonate most with media.*



Brand Descriptors

- Visually identify how a company or brand is being described by the media relative to competitors.
- Value: Identify opportunities for increasing unique positioning within a competitive set.*



Top Journalists

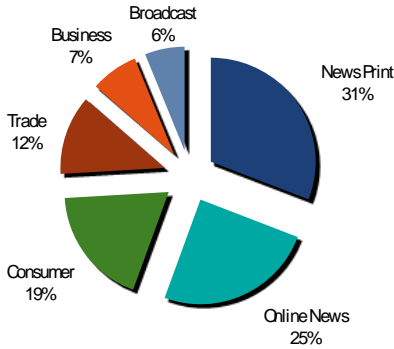
- Identify the journalists writing most often about an industry or specific company. Also available for top publications or influencers.
- Value: Establish or expand journalist, publication, or influencer outreach based on who covers the industry and/or a specific company.*

Rank	Journalist	-	+	∅	Total Mentions	Total Articles
1	Journalist 1	0	32	30	62	42
2	Journalist 2	20	22	15	57	32
3	Journalist 3	30	10	10	50	26
4	Journalist 4	15	16	22	53	25
5	Journalist 5	10	20	10	40	21
6	Journalist 6	0	11	16	27	16
7	Journalist 7	5	8	20	33	15
8	Journalist 8	7	15	15	37	13
9	Journalist 9	13	10	10	33	10
10	Journalist 10	6	0	0	6	5



Publication Focus or Type

- Break down the sources of media coverage by type or focus.
- Value: Determine if company is achieving its desired mix of media types, assess outreach strategies as necessary.*



Key Findings

- Summarize major occurrences influencing coverage during an analysis period.
- Value: Create actionable insights or recommendations based on key events and findings.*

Key Findings

- Media Scrutiny of Financials Increased Industry-Wide**
 - As the sector matures and growth slows, the media has increasingly reported on financial data in recent months.
 - Much of this increased coverage was less favorable than previous financial coverage. This was due to questions about the long-term outlooks for companies as well as the general state of the U.S. economy.
- Media Coverage of User Experience Increased in Q4**
 - The social media launch in October sparked media discussion of user experience, positioning the launch as the first of many changes aimed at improving user experience on the site.
- Executive Visibility in the Media Contributed to Message Success**
 - The CEO's visibility and ability to weave messages through dialogue was significant for the company's message penetration over the past five quarters.
 - Evergreen messages, in particular, resulted primarily from spokespeople rather than from media and third party influencers.

Industry Trends

- Gauge each company's association with specific industry trends in relation to overall industry focus.
- Value: Identify emerging trends and gain insight into competitive advantages with respect to those emerging trends.*

Industry Trends	Q2 2008				Articles per Trend
	Company 1	Company 2	Company 3	Company 4	
Trend 1	21	0	0	0	21
Trend 2	10	3	0	0	13
Trend 3	8	1	1	1	11
Trend 4	6	0	2	0	8
Trend 5	1	1	0	0	2
Trend 6	0	0	0	1	1
Company Total	46	5	3	2	10

Influencer and Journalist Relationships

- Quantify journalist relationships with the top individuals or organizations influencing perceptions in the industry.
- Value: Understand which influencers are cited most often by specific journalists when discussing a particular company or topic.*

Rank	Top Journalists	Average Favorability	Total Articles	Influencer				
				Influencer 1	Influencer 2	Influencer 3	Influencer 4	Influencer 5
1	Journalist 1	4.38	8	3.33	5.00	5.00	5.00	5.00
2	Journalist 2	4.44	6	5.00			0.00	
3	Journalist 3	7.00	5	8.33		5.00		5.00
4	Journalist 4	6.67	3	5.00	10.00		5.00	10.00
5	Journalist 5	5.00	2		5.00			5.00

-	0	+
0.0	2.5	5.0
7.5	10.0	