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For Immediate Release
September 27th, 2007

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MAJOR LEAGUE BASEBALL PROPERTIES OFFICIALLY ENDORSES IMAGE IMPACT FOR BRAND PLACEMENT ANALYSIS

Prairie Village, Kan. –Image Impact, Inc. has reached an agreement to become the official brand placement analysis information provider to Major League Baseball®. Image Impact will provide brand analysis of the television exposure of Major League Baseball sponsors for nationally televised and postseason games for both the 2007 and 2008 seasons.



The deal was announced by Tim Brosnan, Executive Vice President, Business for Major League Baseball and Russ Cline, President and Founder of Image Impact. “We are thrilled to enter into this relationship with Image Impact,” Brosnan said. “This new resource will further enhance and dimensionalize the information we share with our valued business partners and will provide yet another mechanism to illustrate the value of their partnership with Major League Baseball.”

“It is a great honor and privilege to work with such a class organization as Major League Baseball,” said Cline. “We look forward to working not only with MLB, but their teams as well to help them maximize the potential to deliver for their sponsors.”

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Image Impact, Inc.® is a leading Web-based provider of brand placement measurement and valuing within mass media programming. Using cutting-edge technology, Image Impact BrandBaseSM (www.brandbase.tv) provides the client with comprehensive, verifiable brand placement evaluation and analysis information to make predictive decisions and validate placement values. Image Impact has provided brand placement measurement for ESPN, FOX Sports, MasterCard, Sprint Nextel, State Farm, BASS, LiveNation Motorsports, NBC Sports, CBS Sports, TNT, Omnicom Media Group, the AFL and many others. Visit www.imageimpact.tv for more information.

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