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STATE FARM INCREASES EXPOSURE TIED TO 2009 STATE FARM HOME RUN DERBY SPONSORSHIP

Kansas City, MO - The 2009 State Farm Home Run Derby delivered record-setting exposure value for title sponsor State Farm on Monday night. In its third year as the title sponsor of the event, State Farm garnered 827 brand detections totaling almost \$8.42 million in value. The total value of \$8.42 million marks the highest total for State Farm in its three years as title sponsor of the event, exceeding the \$6.55 million in value delivered to the brand in 2007, and representing a more than 40% increase over what was generated for State Farm in 2006 (\$6.00 million). State Farm had over 1 hour and 35 minutes of on-screen time and saw an increase of 141 detections and 24 minutes of on-screen time greater than last year's contest. The vast majority of State Farm's exposure came from the signage located behind home plate which averaged a strong 9.39 seconds per detection. The value received by State Farm accounted for 46% of the total value garnered by all brands which received exposure in the broadcast.

Gatorade saw the second-most total brand exposure tied to their sponsorship of Gatorade All-Star Workout Day with 527 detections and a combined 31 minutes and 11 seconds in on-screen time valued at \$2.61 million. Gatorade received strong signage presence on the Left and Right Field Walls and saw significant value from its towels and Gatorade product that were handed to each participant following their swings.

Sponsor Summary				
Name	Detections	Duration	QI	MV
State Farm	827	01:35:43.0	.258	\$8,417,028
Gatorade	527	00:31:11.0	.210	\$2,611,555
Anheuser-Busch	263	00:19:56.0	.210	\$1,567,647
MasterCard	195	00:07:01.0	.154	\$525,932
Boys and Girls Club of America	14	00:01:31.0	.709	\$329,497
American Family Insurance	57	00:02:44.0	.304	\$325,528
Taco Bell	17	00:01:36.0	.599	\$319,801
DirecTV	15	00:01:26.0	.663	\$292,735
McDonald's	56	00:03:05.0	.219	\$283,214
Chevrolet	9	00:01:07.0	.850	\$257,543

Notes: QI (Quality Index) is indicative of detection's impact potential based upon observable presentation attributes such as duration, size, isolation, and presentation type. QI values range between 0.1 and 1.000. MV (Monetary Value) is a quality adjusted value of sponsorship presentations benchmarked against the broadcast's 30-second rate card.

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