



For Immediate Release

July 17, 2009

ANHEUSER-BUSCH TOPS IN EXPOSURE VALUE FROM MLB ALL-STAR GAME

Kansas City, MO. - With a strong combination of stadium signage, in-game on-screen graphics and venue naming rights exposure, long-time MLB sponsor Anheuser-Busch received the most brand exposure value during the 2009 Major League Baseball All-Star Game broadcast on FOX. Anheuser-Busch's brands (Budweiser, Bud Light, and Busch) combined for almost \$4.15 million in value as a result of 14:26 of on-screen duration. MLB corporate partner Taco Bell was the top individual brand with 102 detections equaling 9:19 of duration and delivering \$3.18 million in value. The most valuable location within the broadcast was the signage position located behind home plate which provided \$7.16 million in exposure.

Tuesday's All-Star Game on FOX, which featured the shortest game duration for an All-Star Game since 1988 (2:31), delivered \$30.5 million in total value to 82 different brands. Last year's 15-inning marathon game delivered \$43.5 million in value over the course of the four and half hour telecast.

Notably, of the top-10 most exposed brands during the 2009 All-Star Game, six are MLB corporate partners and eight are either corporate partners or other MLB-associated brands, including the host St. Louis Cardinals and the league's community service initiative "Go Beyond".

Sponsor Summary				
Name	Detections	Duration	QI	MV
Anheuser-Busch	239	00:14:26.0	.241	\$4,147,352
Taco Bell	102	00:09:19.0	.397	\$3,178,696
Pepsi	46	00:09:03.0	.813	\$2,622,534
STLCardinals.com	239	00:14:48.0	.155	\$2,509,455
Gatorade	178	00:08:44.0	.212	\$2,198,122
Holiday Inn	33	00:04:06.0	.604	\$1,878,510
DirecTV	33	00:03:41.0	.609	\$1,614,425
Bank of America	34	00:03:02.0	.469	\$1,425,317
MLB Go Beyond	57	00:04:06.0	.406	\$1,174,666
Domino's Pizza	10	00:01:27.0	.796	\$904,184

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.

#

Image Impact, Inc.[®] is the leading Web-based provider of brand placement measurement and valuing within mass media programming. Utilizing cutting-edge delivery platforms such as BrandBase[®] (www.brandbase.tv), clients are provided with comprehensive, verifiable brand placement evaluation and consulting analysis to take them *Beyond the Numbers*SM. Image Impact is the official provider of brand placement analysis information for Major League Baseball. Image Impact continues to provide brand placement measurement for ESPN, FOX Sports, MasterCard, Sprint, Indy Racing League, LPGA, PGA, BASS, Feld Motorsports, CBS Sports, Canadian Football League, UFC/WEC, among many others. Visit www.imageimpact.tv for more information.

For more information, please contact:

Tom Boehm, Image Impact
(913) 981.8930 ext 239
tom@imageimpact.tv

END