



For Immediate Release

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PEPSI DELIVERS MOST VALUE IN MLB ALL-STAR GAME

Kansas City, MO. - Behind a combination of in-stadium signage, on-air graphics and audio mentions, Pepsi received the most brand exposure value during FOX's telecast of the 2010 Major League Baseball All-Star Game held at Angel Stadium in Anaheim. Pepsi received over \$4.26 million in value from 7:01 of on-screen duration according to Image Impact, the official company of brand placement analysis for Major League Baseball. Gatorade was second in total value, but was the leader in detections with 265 and a total of 15:32 of duration delivering the sports drink \$3.87 million in value.

FOX's broadcast of the game delivered \$40.4 million in total value to 81 different brands. The most valuable location within the broadcast was the rotational signage position behind home plate which provided \$12.5 million in exposure.

Sponsor Summary				
Name	Detections	Duration	QI	MV
Pepsi	72	0:07:01.0	.567	\$4,263,745
Gatorade	265	0:15:32.0	.205	\$3,872,734
Stand Up To Cancer	102	0:06:41.0	.370	\$3,310,480
Sharp	49	0:04:02.0	.484	\$2,152,786
Budweiser	45	0:03:32.0	.469	\$2,151,007
Chevrolet	46	0:03:14.0	.541	\$2,061,667
DirectTV	30	0:02:43.0	.657	\$1,837,585
Holiday Inn	18	0:03:01.0	.750	\$1,807,850
Taco Bell	36	0:03:25.0	.392	\$1,501,504
Inception Movie	24	0:01:56.0	.594	\$1,294,746

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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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, State Farm, Sprint, Lowe's, MillerCoors, IndyCar Series, International Speedway Corporation, Speed TV, Feld Motorsports, CBS Sports, UFC/WEC, among many others. Visit www.imageimpact.tv for more information.

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