



For Immediate Release

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STATE FARM INCREASES EXPOSURE TIED TO 2010 STATE FARM HOME RUN DERBY SPONSORSHIP

Kansas City, MO. - The 2010 State Farm Home Run Derby delivered record-setting exposure value for title sponsor State Farm on Monday night. In its fourth year as the title sponsor of the event, State Farm garnered 1,019 brand detections totaling almost \$17.62 million in value according to Image Impact, the official company of brand placement analysis for Major League Baseball. The total value of \$17.62 million marks the highest total for State Farm in its four years as title sponsor of the event, exceeding the \$8.42 million in value delivered to the brand in 2009. State Farm had over 2 hours and 55 minutes of on-screen time and saw an increase of 192 detections and 1 hour and 20 minutes of on-screen time in comparison to last year's contest. The vast majority of State Farm's signage exposure came from behind home plate signage which averaged a strong 8.24 seconds per detection and \$5.24 million in total value. The value received by State Farm accounted for 63% of the total value garnered by all brands which received exposure in the broadcast.

Gatorade saw the second-highest total brand exposures with 310 detections and a combined 14 minutes and 34 seconds of on-screen time valued at \$1.16 million. Gatorade received strong signage presence on the Left and Right Field Walls. Its most significant value came from its Gatorade product and towels handed to hitters to each participant following their at bats.

Sponsor Summary				
Name	Detections	Duration	QI	MV
State Farm	1,019	2:55:24.0	.341	\$17,618,672
Gatorade	310	0:14:34.0	.210	\$1,156,217
Rubys Diner	87	0:04:53.0	.315	\$552,575
Heritage Organic Milk	55	0:03:42.0	.390	\$506,541
Stanley	73	0:05:14.0	.201	\$413,887
Boys and Girls Club of America	14	0:01:44.0	.741	\$332,867
Trader Joe's	66	0:04:10.0	.228	\$288,524
Taco Bell	26	0:01:56.0	.362	\$274,437
AT&T	102	0:03:43.0	.200	\$262,208
Fox Business	45	0:02:40.0	.189	\$166,003

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*™. 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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