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**CHICAGO WHITE SOX WILL USE IMAGE IMPACT FOR 2009  
MLB SEASON**

**Kansas City, Missouri** - Despite current financial constraints many organizations are facing, the White Sox have chosen to exercise a proactive stance by providing credible brand placement analysis for their sponsors. Image Impact announces that the Chicago White Sox have signed an agreement to utilize their services for the 2009 MLB Regular Season. The agreement provides detailed brand evaluation and analysis of their sponsors and partners via the Image Impact Brandbase<sup>®</sup> reporting tool, consulting and sales support.

Jim Muno, Senior Director of Corporate Partnerships, Chicago White Sox explains, "We realize that during tougher economic times, a client's ROI can be the most important factor in making or breaking a renewal or new acquisition. While other properties may choose to scale back on their expenditures in areas such as research and measurement, the Chicago White Sox choose to be more proactive utilizing sponsorship measurement services such as Image Impact to reassess the value of its inventory and overall quality of its partnership packages to ensure the greatest chance of success for our corporate partners."

In one of the more innovative sponsorship integrations in sports, first pitch for some of the White Sox's home games will be at 7:11 PM. This marks the third year the partnership with 7-Eleven<sup>®</sup> convenience stores will be incorporated into the team's game start times.

"We applaud the White Sox for their insight and goal-oriented vision. As leaders in the baseball industry they continue to demonstrate acumen on and off the field. Working with organizations like the White Sox is a privilege and we look forward to exceeding their expectations," John Boerigter, Director of Client Services with Image Impact.

The White Sox open their defense of the American League Central crown on April 6, 2009.

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