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GENERAL SENTIMENT RELEASES A SPECIAL EDITION AMERICAN IDOL MEDIA VALUE REPORT *Report Predicts Idol Winner*

CHARLOTTE, N.C., May 26 – Technology firm General Sentiment is proud to announce the release of its American Idol Media Value Report. Utilizing revolutionary patent-pending text-analysis technology, the report is a brief, high-level look at the correlation of Media Value, Sentiment and Volume to a contestant's performance, providing insights into what drives voting results on America's most popular television show.

The American Idol Media Value Report reveals trends behind the contestants' online media buzz to consistently predict the contestants most likely to move on in the competition. As America wonders who will win tonight's showdown between Crystal Bowersox and Lee DeWyze, these media measurement metrics offer a "sneak peak" into the likely outcome. Read the report to find our prediction based on the data.

Founded in 2008, General Sentiment is a technology company that produces comprehensive research products to help marketing, sales and communications executives evaluate their brand performance in the media and assess return on investment. For more information about any of General Sentiment's products and services, or to arrange a personal tour of the Media Measurement Dashboard, visit www.generalsentiment.com and click on 'How to Get Started.'

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About General Sentiment

General Sentiment is a technology company that produces comprehensive research products to help marketing, sales and communications executives evaluate their brand performance in the media, and assess return on investment. The underlying technology platform is built on 'natural language processing' and sentiment analysis software developed over the course of six years of research at Stony Brook University. On a quarterly basis, General Sentiment offers its industry-wide reports, which break down the brand winners (and losers) for that quarter. The company also produces custom reports and offers an online Media Measurement Dashboard that allows corporate executives to comprehensively understand their brand perception and measure the effectiveness of marketing efforts. For more information about General Sentiment, go to www.generalsentiment.com.