

BP LOSES ALMOST 1 BILLION DOLLARS IN BRAND VALUE SINCE APRIL 21ST

Media Value Report by General Sentiment Shows Negative Sentiment Creating Huge Media Value Losses for BP

CHARLOTTE, NC, June 17, 2010 - BP has lost nearly a billion dollars in online brand value since the April 21st explosion on the Deepwater Horizon, according to a new report by technology firm General Sentiment. The Media Value Report measuring the oil giant's reputation shows nearly unprecedented levels of negative sentiment online. Since June 1st, BP has lost more than \$32 million a day in brand value.

"Our industry-leading online Media Value analysis shows a devastating amount of brand value being lost by BP since the start of this disaster," says General Sentiment CEO Greg Artzt. "While news reports are focusing on BP's financial losses, the company's brand reputation — and the tangible value behind it — is in a free fall. As a brand, BP may never fully recover from this catastrophe. "

General Sentiment calculates Media Value using a patent-pending technique that weighs mentions based on their sentiment and exposure, assigning an advertising-equivalent dollar value. Processing and analyzing over 30 million sources of content a day, the system provides unprecedented accuracy in calculating true online Media Value.

Download the report in its entirety from <http://www.generalsentiment.com/BPOilSpill.html>.

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.

General Sentiment offers clients a custom reporting service, as well as an online Media Measurement Dashboard, allowing corporate executives to comprehensively understand their brand perception and measure the impact or effectiveness of marketing efforts. The company also produces industry and event analysis reports for public consumption on a regular basis. For more information about these offerings, go to www.generalsentiment.com.