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STARBUCKS RANKS AS TOP FAST FOOD BRAND, ACCORDING TO GENERAL SENTIMENT'S QUARTERLY INDUSTRY REPORT

Chipotle Mexican Grill Comes in Fourth, Posing a Competitive Threat to Traditional Industry Heavyweights

CHARLOTTE, NC, December 7th, 2010 – Media measurement technology firm General Sentiment released its newest brand analysis today, the Fall 2010 Fast Food Industry Report. The report highlights the brands that made the most significant media impact online between September and November. Despite declining nearly 20 percent since the summer, Starbucks still topped General Sentiment's Impact Value rankings, more than doubling the totals of second and third place brands McDonald's and Burger King. The biggest winner in Perception Value, which measures brands with a greater emphasis on the quality of the content and exposure, was Panera Bread, while Taco Cabana and Jimmy John's were the season's top losers.

"The emergence of smaller fast food brands as competitors to the traditional heavyweights of the industry was the most compelling finding coming out of the brand analysis," said General Sentiment CEO Greg Artzt. "In terms of brand exposure, these smaller brands are becoming a real force in the industry as consumers have more choice in fast food than ever before."

Chipotle Mexican Grill and Cold Stone Creamery both ranked in the Top 10 for Impact Value, which assigns positive value to all online mentions on a scale determined by Sentiment. Chipotle, which ranked fourth overall, saw its stock hit a 52-week high in late November and benefited from positive reactions to the company's decision to open its first Asian-style eatery in 2011.

Smaller brands like Schlotzsky's, Jersey Mike's and Krystal Burgers also ranked in the Top 10 for Perception Value, which measures the brand with a focus on quality of the exposure created by assigning positive value to positive mentions and negative value to negative mentions. Panera Bread took the top spot in Perception Value after it completed the nationwide rollout of its highly regarded new customer loyalty program, MyPanera.

This marks the inaugural seasonal analysis of the industry by General Sentiment, whose other industry reports include quarterly analysis of the Top 20 Global Online Brands and the Television Audience Evaluation Report, a weekly analysis of the top-performing shows on prime-time television.

About General Sentiment

General Sentiment is a technology company that produces comprehensive research products to help marketing, sales and communications executives evaluate their brand perception and performance in the media. 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 industry-wide reports, which break down the brand winners and losers for that quarter. The company offers clients custom reporting services as well as an online Media Measurement Dashboard, allowing corporate executives the ability to comprehensively understand brand perception and measure the effectiveness of marketing efforts. For more information visit, www.generalsentiment.com.

Methodology and Rankings

IMPACT VALUE:

Impact Value assigns positive value to all mentions on a scale determined by Sentiment, adhering to the adage that “all news is good news.” Impact Value measures the brand reach and places a value on the overall level of discussion and exposure for the brand.

Top 10 Fast Food Restaurants by Impact Value

Company*	News Media	Social Media	Twitter	Total	MV Trend	Notable Source
1. Starbucks	\$23,221,706	\$24,212,680	\$20,382,010	\$67,816,396	↓	techcrunch.com
2. McDonald's	\$3,687,287	\$14,099,292	\$14,368,500	\$32,155,079	↑	forbes.com
3. Burger King	\$15,648,904	\$6,364,888	\$3,734,600	\$25,748,392	↑	The Financial Times
4. Chipotle Mexican Grill	\$6,009,938	\$4,994,487	\$6,012,330	\$17,016,755	↑	Investor's Business Daily
5. Kentucky Fried Chicken	\$5,869,803	\$5,027,285	\$4,604,600	\$15,501,688	↑	New York Daily News
6. Wendy's	\$4,859,612	\$3,569,639	\$2,784,970	\$11,214,221	↑	The New York Times
7. Pizza Hut	\$3,061,108	\$5,240,894	\$2,536,440	\$10,838,442	↑	Dallas Morning News
8. Chick-fil-A	\$3,688,062	\$2,379,962	\$2,031,790	\$8,099,814	↓	The Washington Post
9. Taco Bell	\$2,478,908	\$2,854,958	\$2,250,900	\$7,584,766	↓	San Francisco Chronicle
10. Cold Stone Creamery	\$3,831,043	\$1,302,721	\$369,200	\$5,131,999	↓	Atlanta Journal

PERCEPTION VALUE:

Perception Value isolates the effects of Sentiment on brand value by assigning positive value to positive mentions and negative value to negative mentions. Neutral mentions are not given value. Perception Value measures the brand with a focus on the quality of the exposure created.

PERCEPTION VALUE TOP 10 WINNERS:

Company	News Media	Social Media	Twitter	Total	\$ Change*	Δ PV/IV
1. Panera Bread	\$912,445	\$591,610	\$265,160	\$1,769,215	+\$4,444,731	92.6%
2. Captain D's	-\$6,340	\$135,819	\$2,650	\$132,129	+\$132,129	65.7%
3. Hardee's	\$2,248	\$395,438	\$22,660	\$420,346	+\$369,593	36.9%
4. Schlotzsky's	\$52,132	\$27,314	\$1,680	\$81,126	+\$57,260	32.8%
5. Boston Market	\$8,241	\$18,654	\$490	\$27,385	+\$27,385	30.2%
6. Einstein Bros. Bagels	\$22,119	\$18,077	\$2,920	\$43,116	+\$34,090	28.0%
7. Krystal	\$3,166	\$20,105	\$350	\$23,621	+\$23,621	25.7%
8. Jersey Mike's	\$85,242	\$17,258	\$9,880	\$112,380	+\$59,368	20.7%
9. Wendy's	\$724,547	\$716,972	\$471,510	\$1,913,029	+\$1,836,916	16.4%
10. Jack in the Box	\$636,042	\$266,028	\$81,930	\$984,000	+\$601,215	13.6%

* Change in Total Perception Value from the previous three month range