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GOOGLE CALLS GENERAL SENTIMENT'S TECHNOLOGY A "WORLD-CLASS SENTIMENT ANALYSIS SYSTEM"

Google implies General Sentiment's technology is their own

CHARLOTTE, NC, December 17th, 2010 – Internet Technology superpower Google has implied ownership of Sentiment Analysis technology actually owned by media measurement technology firm General Sentiment. Google, writing in response to a [New York Times](#) article that claimed the company didn't use Sentiment-analysis in its search algorithm, claimed on its official company blog that the company did in fact possess "a world-class Sentiment Analysis system," linking to an [article](#) from a 2007 Sentiment Analysis system demonstration by Professor Steve Skiena. Prof. Skiena would go on to co-found General Sentiment in 2008, and has not licensed or sold the Sentiment Analysis technology to Google; only General Sentiment possesses this "world-class" technology.

"While we're certainly flattered that Google considers our product to be world-class, we want to make sure our clients and potential-customers know that our Sentiment and Text-Analysis technology is one of a kind," said General Sentiment CEO Greg Artzt. "I'm sure it's an honest mistake, but we are, of course, appreciative of the endorsement."

To find out more about General Sentiment's Sentiment Analysis technology, visit www.generalsentiment.com or email at contact@generalsentiment.com.

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.