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GOOGLE IS TOP BRAND ACCORDING TO GENERAL SENTIMENT'S Q3 TOP GLOBAL BRANDS REPORT

Apple, Microsoft, HP and Yahoo! Round out the Top Five; Ranking Indicates Shifting Technology Market

JERICO, NY, October 26, 2011 – Google was the top global brand, generating \$917M of Media Value, followed by fellow tech leaders Apple and Microsoft, according to General Sentiment's Q3 Top Global Brands Report released today. Hewlett-Packard (HP) and Yahoo! rounded out the top five in the report, which analyzed the brands that had the most significant impact online in the third quarter of this year.

Apple fell further behind Google in Impact Media Value compared to last quarter. HP and Yahoo! moved to the fourth and fifth positions. Both companies were in flux as a result of CEO firings in September. The remaining five brands in the top ten were Samsung, Sony, Intel, Oracle and Disney, which was the only non-technology/electronics company that made its way into the top 10.

"This quarter clearly indicates that the technology landscape is changing," said Greg Artzt, CEO of General Sentiment. "Google widened its gap, through key acquisitions, between itself and its competitors. It will be interesting to see if its bets in the mobile and local services spaces pay off. HP and Yahoo! fired their CEOs this quarter and are struggling to compete. Tablets are here to stay, and companies like Microsoft, Sony, Intel and Samsung are hoping their new tablet products can keep them competitive in a rapidly shifting industry."

Google held on to the top spot as it sent shockwaves throughout the mobile world by purchasing Motorola Mobility for \$12.5B in mid-August. The acquisition allowed Google to obtain control of the hardware for its popular Android operating system. The company also bought survey company Zagat less than a month after its Motorola purchase. The surprising growth of Google's Facebook competitor, Google Plus, generated significant social media buzz for the company.

Apple's Impact Media Value fell 16 percent from last quarter, partially because it did not launch any new hit products. However, the company's existing products performed well, generating a quarterly profit increase of 125 percent. In August, Apple's success allowed it to surpass Exxon as the most valuable public company in the world. This quarter marked a period of transition for Apple as the resignation of Steve Jobs as CEO raised concerns about the company's future ingenuity and performance.

News Media coverage about Microsoft dropped off sharply in Q3, resulting in a significant decrease in total Impact Media Value from last quarter. The company revealed its revamped Windows operating system in September, emphasizing its compatibility with mobile devices. However, the company's announcement of the Windows 8 platform generated less Impact Media Value than a typical Google or Apple presentation. Microsoft needs its mobile platform to resonate with consumers in order to keep up with Google and Apple.

Hewlett-Packard jumped up seven spots this quarter as the company announced significant changes to its business model. Struggling to compete with Apple and Google in the mobile space, Hewlett-Packard eliminated its tablet division and indicated that it would be willing to sell off its PC unit. These moves did not save CEO Leo Apotheker as HP replaced him with former eBay CEO Meg Whitman.

Yahoo! ousted CEO Carol Bartz in September as Bartz failed to turn the struggling company around during her tenure. Bartz's dismissal generated \$18.9K of Impact Media Value in a two-day period. The company moved on, introducing a mobile application for the Android operating software and new features to its Flickr photo-sharing service. Problems with the company's mail service generated significant amounts of Social Media Value in early August.

Disney's theme parks and its animation division drove discussion this quarter. Top Associations for Disney included Pixar and The Lion King. Disney released the Pixar-produced Cars 2 in June and a 3D version of The Lion King in September, generating Social Media discussion. The company also announced it would build a theme park land in its Animal Kingdom park based on the popular movie Avatar.

The report also analyzed the top ten winners and losers for Q3 based on Perception Media Value, which measures brands with a focus on the quality of the exposure created. Sony, Allianz, Danone, Samsung and Nike ranked as the top five in this category, while losing brands this quarter included Panasonic, UBS, Nescafé, Goldman Sachs and Colgate.

For more information on the Q3 Top Global Brands Media Value Report, go to <http://www.generalsentiment.com/mvreport/q3-2011-top-global-brands.html>

About General Sentiment

General Sentiment is a social media monitoring and analytics company delivering insights that change the way brands make product and marketing decisions. Fueled by large-scale natural language processing and text analytics developed over the course of seven years of university research, General Sentiment monitors and interprets online conversations, discovering actionable social insights for its clients.

General Sentiment is a trusted source of industry intelligence, offering quarterly reports which rank and analyze brands across various sectors. It also provides a dashboard, an API and a custom reporting service, all of which allow corporate executives to comprehensively understand brand perception, identify trending topics in specific industries and optimize the effectiveness of marketing campaigns.

For more information, visit www.generalsentiment.com.

Methodology and Rankings

The quarterly General Sentiment Media Value Report (MVR) provides critical insights by measuring the purchase equivalent value of a brand's exposure, as determined by the Sentiment, frequency and exposure of news mentions and social dialogue. The brands are ranked using two Media Value metrics developed by General Sentiment to generate our top ten rankings in three categories: Brand Impact, Biggest Winners and Biggest Losers.

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.

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.