



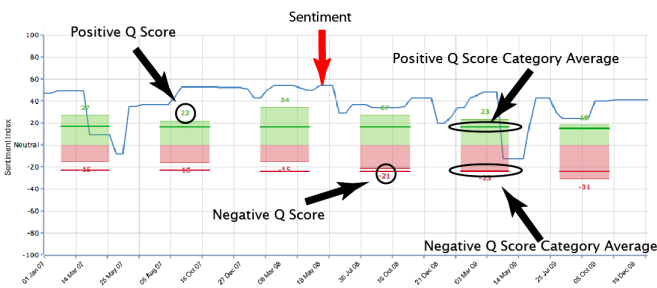
A POWERFUL NEW PARTNERSHIP: GENERAL SENTIMENT AND Q SCORES



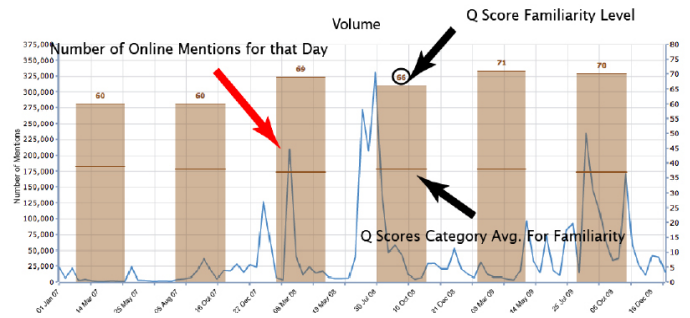
Q Scores and General Sentiment are partnering to offer a ground-breaking new way to track favorability online. For the first time ever, the Q Scores' industry-standard polling data will be available online, as a supplement to General Sentiment's state-of-the-art media measurement and sentiment monitoring service.

THE BEST OF BOTH WORLDS: Q SCORES AND ANALYTICS

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.



With the dynamic new Dashboard, users can overlay Q Score trends with sentiment data gathered from more than 30 million online sources every day.



The Dashboard also allows clients to track Q Score Familiarity levels while visualizing the volume of online discussion on a daily basis.

EVALUATE ONLINE WORTH WITH THE GENERAL SENTIMENT MEDIA VALUE REPORT

Combining information from the Dashboard with data on website traffic and online news readership figures, General Sentiment also provides Media Value Reports (MVRs). These MVRs determine the purchase-equivalent dollar value of a brand's exposure by analyzing the sentiment, frequency and exposure of news mentions and social dialogue.

Get in touch with General Sentiment today to get started with one of our sentiment-tracking experts or visit www.generalsentiment.com to see real-world examples of the Dashboard and MVR.

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