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General Sentiment and Q Scores Announce Revolutionary Methods to Evaluate Audience Involvement and Emotional Bonding with TV Programs
Prime-Time Audience Evaluation Reports Launch September 14th

CHARLOTTE, NC, September 08, 2010 – Media measurement technology firm, General Sentiment, and consumer appeal specialists, The Q Scores Company, have partnered to launch their newest product, TV Audience Evaluation Reports (TVAER). TVAERs are the evolutionary next step in evaluating audience involvement and commitment to prime-time television shows. Utilizing cutting-edge technology to manage data collected from real-time internet tracking and online surveys, TVAERs help programmers, marketers and advertisers move beyond ratings to understand an audience’s emotional commitment and proactive online involvement with their favorite shows.

The TVAER combines data from General Sentiment’s Involvement Index, which measures the online discussion/word-of-mouth generated by prime-time TV shows, with Q Scores’ Emotional Bonding Q, which determines a program’s ability to hold onto its most important viewers over time. With weekly updates of the GS Involvement Index and the most recent EBQ Scores, shows are ranked across a variety of categories, including the top 20 shows by key demographics, nightly rankings and time period winners to provide comprehensive, up-to-date market intelligence.

“Combining General Sentiment’s Involvement Index with Q Scores’ Emotional Bonding Q provides the most complete picture of prime-time TV’s viewership strength and audience participation,” said General Sentiment CEO, Greg Artzt. “In this day and age, it’s simply not enough to know how many people are watching a show; you need to know what they’re saying, why they care and whether or not they’re going to tune-in next week.”

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“The Q Scores Company is extremely excited about our relationship with General Sentiment and the creation of these new metrics for the TV and entertainment industries,” says Henry Schafer, executive vice president of The Q Scores Company. He adds, “As the internet has evolved into a more immediate and sweeping way for consumers to communicate their opinions about TV shows, we now have a method to connect this process to its effect on audience behavior and commitment to future viewing.”

Schafer continues, “General Sentiment’s Involvement Index and our Emotional Bonding Q Scores offer a powerful new way to determine a program’s ability to connect with key audiences, assess its true competitive strength and evaluate the quality of its advertising environment.

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. The company offers clients custom reporting services as well as an online Media Measurement Dashboard, allowing corporate executives the ability to comprehensively understand their brand perception and measure the effectiveness of marketing efforts. For more information about General Sentiment, go to www.generalsentiment.com

About The Q Scores Company

Since 1963, Marketing Evaluations’ Q Scores have provided clients with data to aid in their marketing, advertising, licensing, and media efforts. Q Scores are the industry standard for measuring familiarity and appeal of performers, broadcast and cable programs, sports and sports personalities, company and brand names, characters, as well as deceased performers. Based on its “one of my favorites” concept, Q Scores actually summarize the various perceptions and feelings that consumers have, into a single, but revealing, “likeability” measurement. Currently, there are eight Q Score services, including Performer Q, TVQ, Cable Q, Cartoon Q, Sports Q, Brand Attachment Q Product Q, Kids Product Q, and Dead Q. For more information, contact us or visit www.qscores.com.

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