E-Score Celebrity Special Report

Data through Third Quarter 2009

Prepared for:
E-Score Celebrity Clients

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The E-Score Celebrity database includes more than 4,800 celebrities, athletes, and newsmakers

Methodology

- E-Poll panel members receive survey invitations via email
- Respondents age 13+, total completed surveys per wave = 1,100
- Stratified sample - representative of the general population by age, gender, region
- Unique sample, fielded on a weekly basis
- Length of survey limited to 25 names
- Name only / Image only evaluation of awareness
- Six point appeal scale
- More than 40 attributes + open ends

Please Note: Throughout this report…

- Only celebrities with at least 16% awareness are referenced, except in the case of the "Up and Comers" list which includes celebrities with awareness between 6% and 15% and the "Blockbuster Movie Actor/Actress Gains and Declines" where all awareness percentages are displayed.
- Lists include the Top 20 celebrities per category. If there is a tie, there will be more than 20 celebrities
- Category averages are comprised of the most recent fielding for any celebrities in a specific category
- Includes data fielded in the 4th quarter 2008 through the 3rd quarter 2009
- Deceased celebrities are not included in rankings

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Celebrities with Highest Appeal By Age Group

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Celebrities with Highest Appeal By Age Group

Comedic performers like **Adam Sandler**, **Seth Rogen**, **Jeff Dunham**, and **Andy Samberg** tend to top the list of most appealing celebrities among 13 to 24 year olds while the older demo finds more staid performers like Tom Hanks, Morgan Freeman, and Anthony Hopkins highly appealing. Celebrities with strong crossover appeal in both the young and older groups include **Mike Rowe**, **Jeff Dunham**, **Morgan Freeman**, and **Johnny Depp**.

Among respondents 13 to 24

Rank	Name	Awareness	"Like a Lot"
	Average for All Celebrities	15%	15%
1	Mike Rowe	29	55
2	Adam Sandler	86	51
3	Seth Rogen	51	51
4	Jeff Dunham	25	51
5	Andy Samberg	21	51
6	Bear Grylls	16	51
7	Rachel McAdams	35	50
8	Jim Carrey	84	49
9	Hugh Laurie	54	48
10	Morgan Freeman	72	46
11	Will Ferrell	85	45
12	Emma Watson	50	45
13	Milla Jovovich	19	45
14	Gabriel Iglesias	19	45
15	Johnny Depp	77	44
16	Jamie Hyneman	32	44
17	Drake	24	44
18	Reese Witherspoon	67	42
19	Jon Stewart	40	42
20	Adam Savage	28	42
21	Mariska Hargitay	24	42
22	Brad Paisley	21	42

Among respondents 18 to 49

Rank	Name	Awareness	"Like a Lot"
	Average for All Celebrities	21%	17%
1	Tom Hanks	88	50
2	Mike Rowe	34	50
3	Jeff Dunham	18	49
4	Morgan Freeman	84	47
5	Johnny Depp	80	46
6	Michael J. Fox	78	45
7	Anthony Hopkins	76	44
8	Joel McHale	20	44
9	Jason Taylor	18	44
10	Bill Cosby	88	43
11	Jenna Fischer	16	43
12	Adam Sandler	90	42
13	Reese Witherspoon	76	41
14	Steve Martin	80	40
15	Hugh Laurie	57	40
16	Mariska Hargitay	34	40
17	Adam Savage	24	40
18	Jim Carrey	93	39
19	John Travolta	92	39
20	Clint Eastwood	82	39
21	Steve Carell	60	39
22	Carol Burnett	57	39
23	Jamie Hyneman	35	39
24	Bear Grylls	18	39
25	Kate Mulgrew	17	39

Among respondents 25 to 54

Rank	Name	Awareness	"Like a Lot"
	Average for All Celebrities	22%	17%
1	Tom Hanks	92	51
2	Morgan Freeman	88	49
3	Jeff Dunham	18	49
4	Michael J. Fox	85	48
5	Anthony Hopkins	83	47
6	Mike Rowe	34	47
7	Bill Cosby	92	46
8	John Travolta	95	45
9	Johnny Depp	82	45
10	Pauley Perrette	27	45
11	Kris Allen	16	45
12	Jason Taylor	20	44
13	Harrison Ford	87	43
14	Carol Burnett	72	43
15	Joel McHale	20	43
16	Cote de Pablo	17	43
17	Clint Eastwood	90	42
18	Sandra Bullock	86	42
19	Tim Duncan	27	42
20	Steve Martin	86	41
21	Danny Gokey	25	41

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Celebrities with Highest Appeal By Age Group (continued)
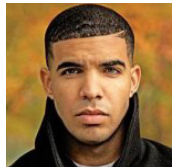
Among respondents 13 to 24

Similar to last quarter, **Seth Rogen**, **Andy Samberg**, **Rachel McAdams**, **Will Ferrell**, and **Milla Jovovich** appeal strongly to respondents age 13 to 24, but are not in the top 20 list for 18 to 49 and 25 to 54 years olds. **Emma Watson**, **Gabriel Iglesias**, **Drake**, **Jon Stewart**, and **Brad Paisley** are new to the list. It was announced in October that the CW network will be developing a new drama featuring some of **Brad Paisley's** hit songs and occasional appearances on the show.
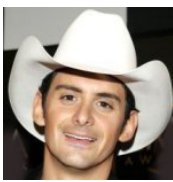
Emma Watson
Harry Potter

Gabriel Iglesias
Comedian

Drake
Musician

Jon Stewart
The Daily Show

Brad Paisley
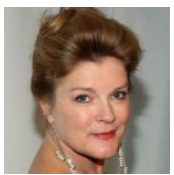**Musician**

Among respondents 18 to 49

Jenna Fischer, **Steve Carell**, and **Kate Mulgrew** only appear on the 18 to 49 year olds' top 20 list.
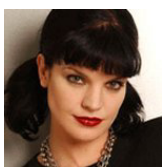
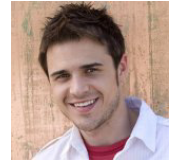**Jenna Fischer**
The Office

Steve Carell
The Office

Kate Mulgrew
Star Trek: Voyager

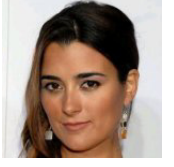### Among respondents 25 to 54

Pauley Perrette, **Kris Allen**, **Cote de Pablo**, **Sandra Bullock**, **Tim Duncan**, and **Danny Gokey** are only listed in the top 20 most appealing celebrities among 25 to 54 year olds.

Pauley Perrette
NCIS

Kris Allen
American Idol
winner

Cote de Pablo
NCIS

Sandra Bullock
The Proposal

Tim Duncan
NBA player

Danny Gokey
American Idol

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Celebrities with Biggest Gains and Declines in Appeal

Celebrities with Biggest Gains in Appeal

Among total respondents 13+

| Rank	Name	Awareness	"Like a Lot"	Points Increased 2008 to 2009
1	Jeffrey Dean Morgan	17%	33%	18
2	Jason Taylor	16	37	15
3	Pauley Perrette	26	48	13
4	David McCallum	28	35	13
5	Kate Winslet	54	33	13
6	Barack Obama	95	34	12
7	Cote de Pablo	18	45	11
8	John Legend	21	30	11
9	Kim Delaney	20	27	11
10	Tila Tequila	30	21	11
11	Joel McHale	18	35	10
12	Johnny Galecki	20	19	10
13	Gary Sinise	56	34	9
14	Anderson Cooper	46	29	9
15	Gabrielle Union	24	28	9
16	Conchata Ferrell	27	27	9
17	Joe Mantegna	30	25	9
18	Tilda Swinton	16	16	9
19	Catherine Bell	20	36	8
20	Taylor Swift	54	33	8
21	Milla Jovovich	21	32	8
22	Ina Garten	17	31	8
23	Eric Bana	18	26	8
24	Daniel Craig	38	23	8
25	Kal Penn	28	23	8
26	Holland Taylor	25	19	8
27	Katharine McPhee	24	18	8
28	Flavor Flav	38	14	8

Jeffrey Dean Morgan, who played a leading role in the 2009 superhero film *Watchmen*, tops the list of celebrities with the biggest increase in appeal from year ago.

Jason Taylor's stint on *Dancing With The Stars* last year helped increase his appeal among a broad audience. The Miami Dolphins linebacker is second on the list of celebrities with a 15 point increase in appeal.

NCIS co-stars, **Pauley Perrette**, **David McCallum**, and **Cote de Pablo** increased their appeal by more than 10 percentage points and have strong "like a lot" scores overall at 48%, 35%, and 45%, respectively.

New to the list this quarter are musician **John Legend**, *Army Wives* star **Kim Delaney**, TV personality **Tila Tequila**, *Community's* **Joel McHale**, and *The Big Bang Theory's* **Johnny Galecki**.

Taylor Swift, whose latest album was released in November 2008, making her Billboard's 2008 Top Country Artist and Hot Country Songwriter of 2008 saw an 8% point jump in her appeal. Her exposure and image also may have gotten a boost at the 2009 MTV Video Music Awards when she received the *Best Female Video* , but was interrupted during her speech by an angry Kanye West. The resulting media hoopla and her poise in handling the situation have served to make her more appealing overall.
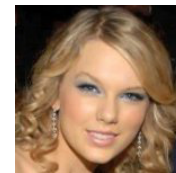
Michael Jackson and **Patrick Swayze** had a 14 and 19 percentage point increase in appeal, respectively (removed from list). A significant increase in appeal is typical when a celebrity has passed away.

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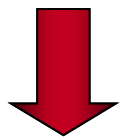
Celebrities with Biggest Declines in Appeal

Among total respondents 13+

| Rank	Name	Awareness	"Like a Lot"	Points Decreased 2008 to 2009
1	Kate Gosselin	42%	5%	-31
2	Michael Phelps	67	17	-24
3	David Archuleta	36	16	-21
4	Chris Brown	44	8	-21
5	Shawn Johnson	26	30	-14
6	David Cook	31	21	-14
7	Sarah Palin	85	16	-13
8	Steve Carell	54	34	-11
9	Christian Bale	45	19	-11
10	Kanye West	50	3	-11
11	Kate Walsh	18	20	-10
12	Alton Brown	25	31	-9
13	Joely Fisher	16	9	-9
14	Jack Black	72	27	-8
15	Debra Messing	56	26	-8
16	Joaquin Phoenix	49	16	-8
17	Rihanna	49	15	-8
18	Jason Castro	20	14	-8
19	Lance Armstrong	57	12	-8
20	Joe Jonas	29	9	-8
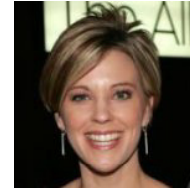
Kate Gosselin tops the list of celebrities with the biggest decline in appeal since the third quarter of 2008 – a 31 percentage point decrease.

Decreasing 24 points and second to **Kate Gosselin** is **Michael Phelps** whose picture was published in a British tabloid in early 2009, showing him holding a bong.
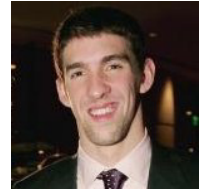
Chris Brown remains high on the list of celebrities with significant declines in appeal due to extensive and continuing media coverage of his assault of ex-girlfriend **Rihanna**.

Kanye West's appeal dropped by 11 percentage points, likely due in part to his interruption of Taylor Swift's acceptance speech at the September 2009 MTV Video Music Awards.
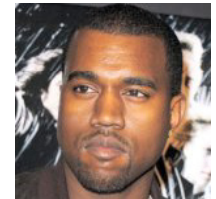
A lack of recent exposure may explain why the 7th Season American Idol stars **David Archuleta** and **David Cook,** and 2008 Olympic women's balance beam gold medalist, **Shawn Johnson**, are in the top 20 celebrities with decreased appeal since year ago, 2008.

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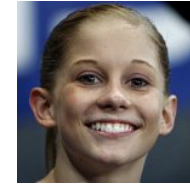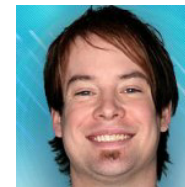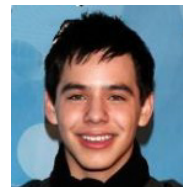
Celebrity Up & Comers – Talented

Up & Comers – Defined by Low Awareness, High Appeal and Talent

Among total respondents 13+

Rank	Name	Awareness	"Like a Lot"	Talented	Profession
1	Kris Allen	15%	39%	60%	Musician - *American Idol* winner
2	Billy Currington	8	41	59	Musician - Country Music
3	Duff Goldman	12	44	55	TV Host - *Ace of Cakes*
4	Michael Weatherly	14	39	55	Actor - *NCIS*
5	Chandra Wilson	13	40	52	Actress - *Grey's Anatomy*
6	Idris Elba	10	35	52	Actor - *The Wire*/*The Office*
7	Chuck Wicks	8	36	48	Musician - Country Music
8	Drake	10	37	47	Actor - *Degrassi: The Next Generation* /Musician
9	Simon Pegg	9	45	43	Actor - *Star Trek*
10	Jenna Fischer	12	41	39	Actress - *The Office*
11	Bear Grylls	15	41	35	TV Host - *Man vs. Wild*
12	Kirsten Vangsness	10	35	35	Actress - *Criminal Minds*
13	Rachel Maddow	6	40	34	TV Host - *The Rachel Maddow Show*
14	Brian Regan	6	36	32	Comedian
15	Danielle Bisutti	9	35	31	Actress - *True Jackson, VP*/*Raising the Bar*
16	Adam Richman	9	37	28	TV Host - *Man v. Food*
17	Lisa Joyner	7	36	28	Entertainment Reporter
18	Mike Greenberg	7	36	27	Radio/TV Host - ESPN Radio/*SportsCenter*
19	Samantha Morton	6	43	25	Actress/Director
20	Travis Stork	10	39	22	TV Host - *The Doctors*
21	Chyler Leigh	7	39	20	Actress - *Grey's Anatomy*

Kris Allen is considered the most "talented" up and comer. Winner of the eighth season of *American Idol*, he is most often described in E-Score Celebrity as "handsome" and "down to earth." Allen recently debuted a new album.

Country music singer, **Billy Currington**, is the second most talented up and comer at 59%. He released his third album *Little Bit of Everything* in 2008. 43% of respondents say he has a "distinctive voice."

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Blockbuster Movie Actor/Actress Gains and Declines By Age Group

Blockbuster Movie Actor/Actress Gains and Declines By Age Group

Among respondents ages 13-24

Rank	Name	Move Franchise	Awareness	"Like a Lot"	Points Increased 2008 to 2009
Average Film Personality			18%	16%	
1	Taylor Lautner	Twilight	13	34	28
2	Zachary Quinto	Star Trek	15	29	15
3	Emma Watson	Harry Potter	50	45	12
4	Rupert Grint*	Harry Potter	44	37	9
5	Shia LaBeouf	Transformers	66	36	8
6	Chris Pine	Star Trek	24	15	7
7	Daniel Radcliffe	Harry Potter	60	24	1
8	Megan Fox	Transformers	52	34	-4
9	Kristen Stewart	Twilight	44	21	-5
10	Robert Pattinson	Twilight	42	28	-6

Among respondents ages 25-54

| Rank	Name	Move Franchise	Awareness	"Like a Lot"	Points Increased 2008 to 2009
Average Film Personality			26%	18%	
1	Zachary Quinto	Star Trek	14	33	22
2	Robert Pattinson	Twilight	19	22	14
3	Taylor Lautner	Twilight	2	7	7
4	Shia LaBeouf	Transformers	39	21	1
5	Kristen Stewart	Twilight	21	17	1
6	Chris Pine	Star Trek	16	15	0
7	Emma Watson	Harry Potter	33	29	0
8	Rupert Grint*	Harry Potter	27	21	0
9	Megan Fox	Transformers	30	26	-1
10	Daniel Radcliffe	Harry Potter	47	20	-1

Rupert Grint's scores represent 07-09 gains

Looking at the principal movie actors/actresses of four movie franchises, **Taylor Lautner**, who plays Jacob Black in the *Twilight* series, posted the highest gains in appeal among 13-24 year olds and is ranked third in largest gains among 25-54 year olds. Interestingly, his 34% positive appeal ranks higher than his more well-known costars **Robert Pattinson** and **Kristen Stewart** among the younger demographic. Among the older demographic, his awareness is significantly lower than the average film personality.
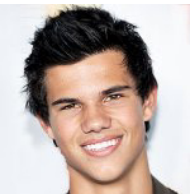
Zachary Quinto, who plays the younger version of Leonard Nimoy's character, Spock, in *Star Trek* has the highest gains in appeal among 25-54 year olds since prior year, with a 22 percentage point increase and a 15 point increase among 13-24 year olds. He is also known for his role in the sci-fi drama series *Heroes*. Respondents describe him as "intense," a "good actor," and "real" in the open ends.

Emma Watson from *Harry Potter* shows no increase in appeal among the older demographic, but she ranks higher than her co-stars **Rupert Grint** and **Daniel Radcliffe** with a 12 percentage point increase among the younger group. She also has the highest "like a lot" score among 13-24 year olds at 45%.

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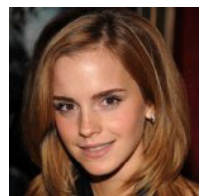
Most Appealing Reality TV Show Host By Age Group

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Highest Appeal Reality TV Show Host Among 13 to 24 Year Olds

Among respondents 13 to 24

Rank	Name	Show Hosted/Judged	Awareness	"Like a Lot"
1	Bear Grylls	*Man vs. Wild*	16	51
2	Stacy London	*What Not To Wear*	17	30
3	Heidi Klum	*Project Runway*	45	29
4	Jay Manuel	*Style Her Famous*	31	28
5	Guy Fieri	*Diners, Drive-Ins, and Dives*	29	25
6	Tyra Banks	*America's Next Top Model*	74	24
7	J. Alexander	*America's Next Top Model*	26	24
8	Cesar Millan	*Dog Whisperer with Cesar Millan*	18	23
9	Ty Pennington	*Extreme Makeover: Home Edition*	45	22
10	Dr. Drew Pinsky	*Celebrity Rehab with Dr. Drew*	18	21
11	Mario Lopez	*America's Best Dance Crew*	50	14
12	Bobby Flay	*The Next Food Network Star*	27	14
13	Tom Bergeron	*Dancing with the Stars*	21	13
14	Simon Cowell	*American Idol*	71	12
15	Sharon Osbourne	*America's Got Talent*	54	12
16	Morgan Spurlock	*30 Days*	26	12
17	Paula Abdul	*American Idol*	70	10
18	Randy Jackson	*American Idol*	63	10
19	Janice Dickinson	*The Janice Dickinson Modeling Agency*	36	9
20	Ryan Seacrest	*American Idol*	60	8

Man vs. Wild's **Bear Grylls** is by far the most appealing reality TV show host among 13-24 and 25-54 year olds (see next page) during 3rd quarter, 2009. His highest attribute score is "physically fit" and he is often described as "rugged" and "adventurous" in open end responses.

Fashion experts, **Stacy London**, **Heidi Klum**, and the *America's Next Top Model* crew **Tyra Banks**, **Jay Manuel**, and **J. Alexander** rank high in appeal among 13-24 year olds. Among the older demographic, Tyra falls lower on down the list and J. Alexander does not make the top 20. However, **Jay Manuel**, host of *Style Her Famous*, retains high appeal for both age groups at 28%, though his awareness is low among 25 to 54 year olds.

Also worth noting, **Tyra Banks**, **Simon Cowell** and **Paula Abdul** are the most recognized among the younger respondents' top 20 most appealing list.

J. Alexander, **Paula Abdul**, **Randy Jackson**, **Janice Dickinson**, and **Ryan Seacrest** are unique to the list of celebrities that appeal strongly to 13-24 year olds.

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Highest Appeal Reality TV Show Host Among 25 to 54 Year Olds

Among respondents 25 to 54

Rank	Name	Show Hosted/Judged	Awareness	"Like a Lot"
1	Bear Grylls	*Man vs. Wild*	17	37
2	Cesar Millan	*Dog Whisperer with Cesar Millan*	25	33
3	Guy Fieri	*Diners, Drive-Ins, and Dives*	35	31
4	Ty Pennington	*Extreme Makeover: Home Edition*	58	28
5	Jay Manuel	*Style Her Famous*	17	28
6	Dr. Drew Pinsky	*Celebrity Rehab with Dr. Drew*	29	26
7	Bobby Flay	*The Next Food Network Star*	40	25
8	Bob Harper	*The Biggest Loser*	16	24
9	Anthony Bourdain	*Anthony Bourdain: No Reservations*	32	22
10	Paige Davis	*Trading Spaces*	24	22
11	Morgan Spurlock	*30 Days*	17	21
12	Jeff Probst	*Survivor*	30	20
13	Heidi Klum	*Project Runway*	46	19
14	Stacy London	*What Not To Wear*	26	19
15	Carrie Ann Inaba	*Dancing with the Stars*	16	18
16	Mario Lopez	*America's Best Dance Crew*	61	16
17	Tyra Banks	*America's Next Top Model*	77	15
18	Sharon Osbourne	*America's Got Talent*	71	15
19	Simon Cowell	*American Idol*	78	14
20	Tom Bergeron	*Dancing with the Stars*	33	14

TV Hosts from non-competitive cable shows fill the top three slots of the most appealing reality show hosts among 25 to 54 year olds. Professional dog trainer, **Cesar Millan**, is the second most appealing among this demographic (8th among 13-24 year olds). He authored the bestselling book *Cesar's Way* and in 2008, *Dog Whisperer with Cesar Millan* won the Imagen Award for Best Variety or Reality Series.

Guy Fieri of *Diners, Drive-Ins, and Dives* ranks among the top 5 most appealing reality show hosts for both the younger and older demographic groups. He is often described as "funny," "interesting," and as having "good energy."

Extreme Makeover: Home Edition's host, **Ty Pennington**, is the fourth most appealing reality show host among 25-54 year olds (9th among 13-24 year olds). In 2008, he announced a three-year partnership with Marketplace Events, the largest organizer of consumer remodeling and gardening shows in North America.

Bob Harper, **Anthony Bourdain**, **Paige Davis**, **Jeff Probst** and **Carrie Ann Inaba** are all unique to the 25-54 year old list.

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About E-Score Celebrity and E-Poll Market Research

Some E-Score Celebrity Applications

E-Score Celebrity can help you to evaluate over 4800 personalities quickly and easily. Following are some specific ways you can use the E-Score Celebrity database:

Evaluate a specific personality for a campaign
- Locate personality in database or field new E-Score report in one week
- Measure celebrities' strengths/weaknesses to determine positioning in a campaign

Identify individual to match campaign goals
- Database can match specific campaign requirements (target audience, brand, etc.)
- Review short list to identify best fit with campaign (ie: males with high awareness, funny, attractive & trustworthy)

Find new talent
- Search database for 'low aware' and 'high appeal' personalities
- E-Poll submits over 300 new names into database annually

Compare personalities to category averages (i.e. host, spokesperson, athlete, etc.)
- Pull reports for each personality
- Compare celebrities to find complementary personalities

Track individual over time
- Update individual as needed to reflect changing viewer attitudes/specific events
- Identify positive and/or negative trends

Profile those who find a celebrity appealing
- Identify which celebrities appeal to a specific demographic group – by age/gender/ethnicity, etc.

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About E-Poll Market Research

E-Poll® Market Research is more than an online research provider; we deliver full service quantitative and qualitative consumer research to agencies, brands and entertainment companies. Moreover, we excel in quality customer service. Our powerful, proprietary consumer panel provides high quality sample enabling clients to quickly and cost-effectively reach their target audience from low incidence groups to nationally representative samples.

E-Poll's suite of in-depth syndicated products measures awareness, appeal, loyalty and equity of celebrities, brands, characters, musicians/bands and TV programs:

E-Score®- Celebrity, Character, Character Kids, Character Tots, Brand, Music

FastTrack™Television - Broadcast TV, Cable TV, Weekday, Late Night, Program Premiere Tracking

FocusPoint™- Online/Offline Qualitative Services

E-Profiler™- Product, Category & Media Consumption Matrix

Our hands-on, collaborative approach and media expertise gives clients the precise analysis they need in today's complex media environment. E-Poll anticipates the needs of the industry and conducts a number of fact finding studies throughout the year to identify trends and opportunities to help you succeed.

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