

Easily Manage Internet Buzz and Build Brand Equity.

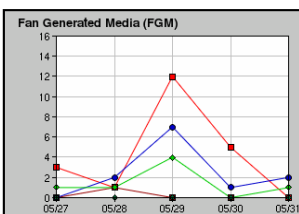
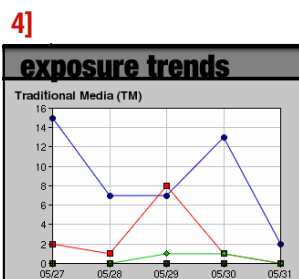
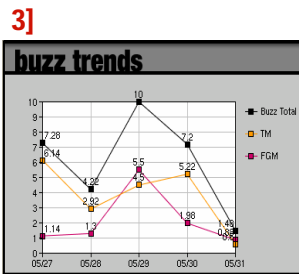


Buzz Manger is a leading-edge business intelligence tool that mines, monitors and measures consumer generated media and online word of mouth. With the explosion of online word of mouth in blogs, social networks and other fan forums, this service provides a comprehensive web based solution to interpret and leverage the buzz around brands in the sports, entertainment and lifestyle markets. Ultimately, Buzz Manager keeps brands aware 24/7 of their reputation, the status of hot issues, fan sentiment and key influencers for public relations, marketing and other business applications.

Buzz Manager enables you to track fan-generated media (FGM) and traditional media. You'll know how much fans, or critics are talking and exactly what they are saying. Much more than a web clipping service, Buzz Manager combines breakthrough technology and human intelligence to provide in-depth analysis that enables organizations to follow issues and act on information to enrich & protect their brands and those of their sponsors.

Let the Buzz Manager Solution work for you

"At-a-Glance" dashboard enables you to select daily reports that are designed to provide what really matters quickly. Available via password protected website, email and PDA.



1] **The Buzz Score**—provides a 1–10 rating based on a proprietary algorithm of the Internet chatter volume, influence and impact.

2] **Exposure Rating**—provides the positive, negative and neutral chatter percentages in an easy to read pie chart.

3] **Buzz Trends**—show the trends in your Buzz over a designated time period.

4] **Exposure Trends**—fan-generated media and mainstream media are reported separately for ease of analysis.

1]

Date Posted	Impression	Summary	Author	Source	Source Type
June 04, 2007		Sports mailbag: June 3	MATT BEELER	Knoxville News Sentinel (subscription)	
June 04, 2007		There are three theories to Bonds' surprising slump, but the obvious answer: Bonds is alleged to have used steroids and is the subject of a federal investigation into suspicion of perjury.	SCOTT LAUBER	Cherry Hill Courier Post	
June 04, 2007		Phillies Notebook: From One MVP To Another	Stephen Miller	Atlanta Journal-Constitution	
June 04, 2007		Chile snap 4-game skid	AARDY MILLER	phillyburbs.com	
June 04, 2007		Sports Buzz	http://www.al.com/author	Birmingham News, AL	
June 04, 2007		According to an AP story, when asked about his decision to not be present when the record is broken, Aaron replied: "I traveled for 23 years, and I just get tired of traveling. I'm not going to fly to go see somebody hit a home run, no matter whether it is slamy or fake. Ruth or Lou Gehrig or whoever it may be. I'm not going any place. I wish him all the luck in the world."	Larry Simoneaux	WEBCommentary	
May 31, 2007		MLB signs YouTube deal: As I've said with every sports league (NFL, NHL) that has done this type of distribution deal, it's nothing but a sin and a smart play....	Dan Shanoff	www.danshanoff.com	
May 31, 2007		Bonds entered with a .329 batting average and four homers in 100 career plate appearances against Glavine, according to the Elias Sports Bureau....	AP	dailydailenight.com	
May 31, 2007		HOUSTON - Aaron Harang pitched a six-hitter for his first complete game of the season, and the Cincinnati Reds beat Houston 4-3 Wednesday night as the Astros' losing streak reached 10 straight.		The Eagle Sports	

2]

Supporters & Critics

- AP
- sports network author
- Associated Press
- Myspace Blogger

3]

Hot Topic Search Terms

* one search term per line
* Hot Topic matches are included in your email report

Save

Analysis Report

Period Analysis is where your Buzz Manager consulting team provides in-depth analysis on strategic areas of focus, emerging trends etc. based on what fans and the media are saying based on what fans and the media are saying.

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Save

Period Analysis

• Within the specified timeframe, there are a total of 59 unique, relevant articles/message threads, 0% are very positive, 9.09% are positive, 56.57% are neutral, 33.33% are negative, and 1.01% are very negative.

Add Period Analysis Item
Edit/Delete All Period Analysis Items

Recent Coverage

Date Posted	Impression	Summary	Author	Source	Source Type
June 04, 2007		Sports mailbag: June 3	MATT BEELER	Knoxville News Sentinel (subscription)	
June 04, 2007		There are many objections to Bonds edging Aaron's mark, but for different reasons, Bonds is alleged to have used steroids and is the subject of a federal investigation into suspicion of perjury and tax evasion.	SCOTT LAUBER	Cherry Hill Courier Post	
June 04, 2007		Phillies Notebook: From One MVP To Another	Stephen Miller	Atlanta Journal-Constitution	
June 04, 2007		Chile snap 4-game skid	AARDY MILLER	phillyburbs.com	
June 04, 2007		Sports Buzz	http://www.al.com/author	Birmingham News, AL	
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1] **Recent coverage** provides a synopsis of the latest coverage with a thumbs up or thumbs down approval rating, author, and source and allows you to link directly to the online conversation or article.

2] **Key supporters and Critics**—identifies key individuals who provide the most frequent positive or negative web content.

3] **Hot Topic Search Terms**—enables a quick, easy addition of new key words to include in the search as new issues emerge.

Put the Buzz Manager Solution to Work for You

For additional information or to schedule a demonstration call 704.541.5942 or visit our web site at www.sportsmediachallenge.com