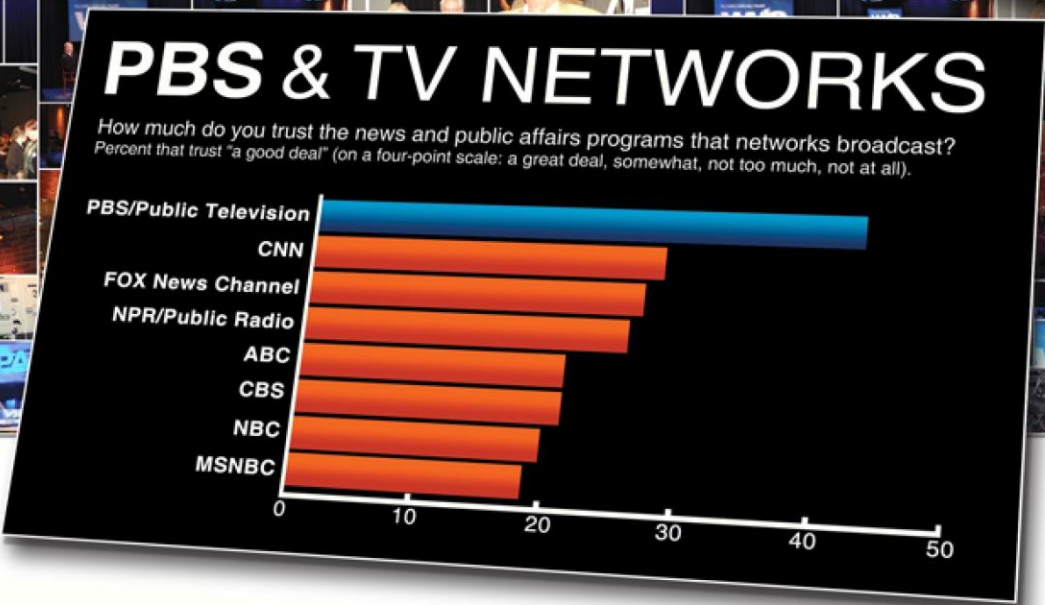
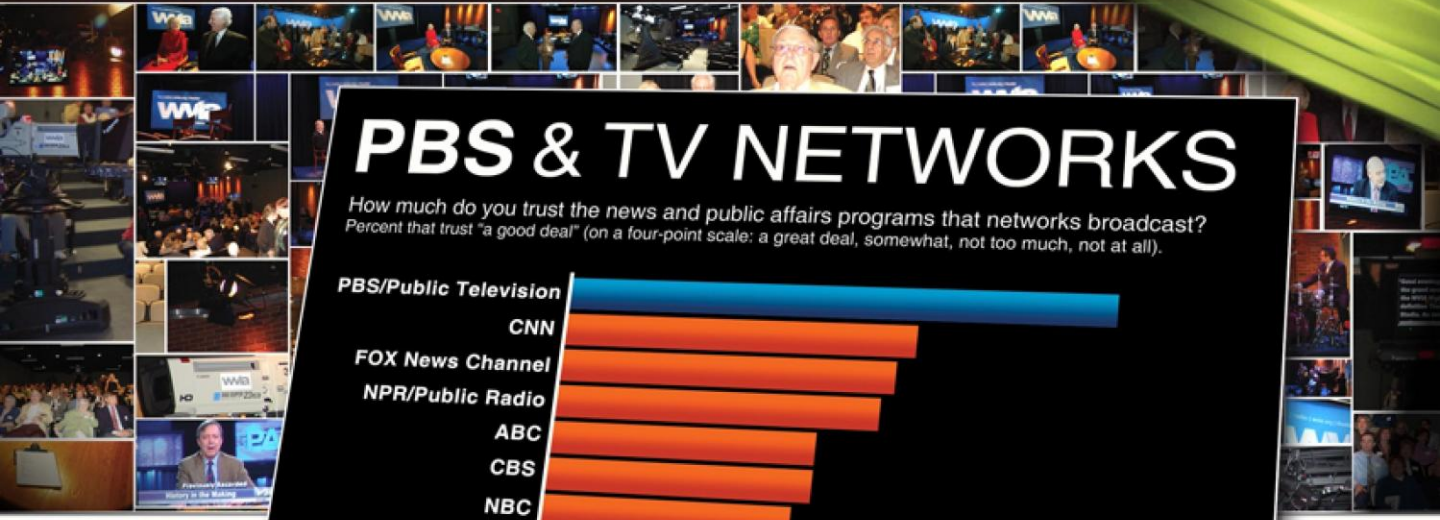


IMAGE ON wvfa



IMAGE

- 68% of PBS viewers feel that companies that fund PBS have a commitment to quality and excellence ⁽³⁾
- 57% of PBS viewers agree that sponsors are usually industry leaders ⁽³⁾
- 72% of Americans want their employers to do more to support a cause or social issue, up from 52% in 2004 ⁽²⁾
- 92% have a more positive image of a company that supports a cause they care about ⁽²⁾
- 66% of PBS viewers would choose to buy a product from a company that supports PBS, all other things being equal. ⁽³⁾

1) 2009 GfK Roper Public Affairs & Media survey
2) 2007 Cone Cause Evolution & Environmental Survey
3) 2006 PBS-commissioned Harris Interactive study