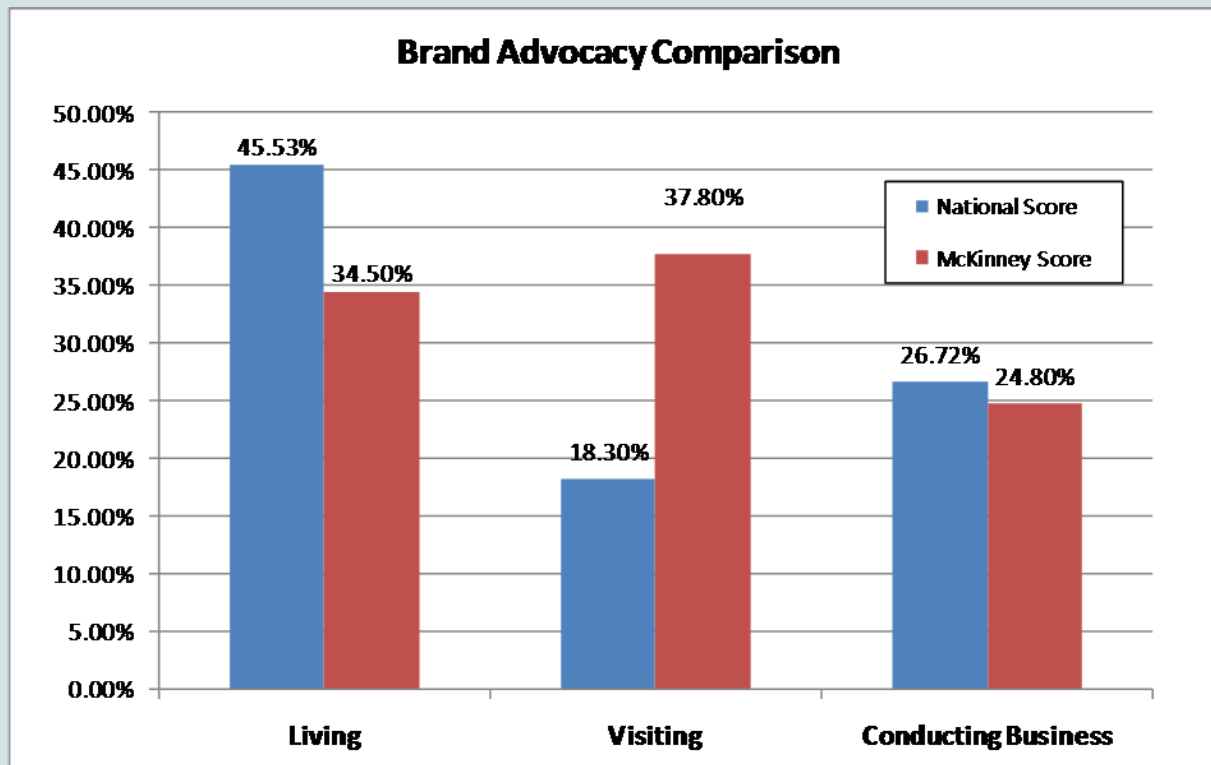


Brand Barometer

Brand Advocacy Score = % Promoters – % Detractors

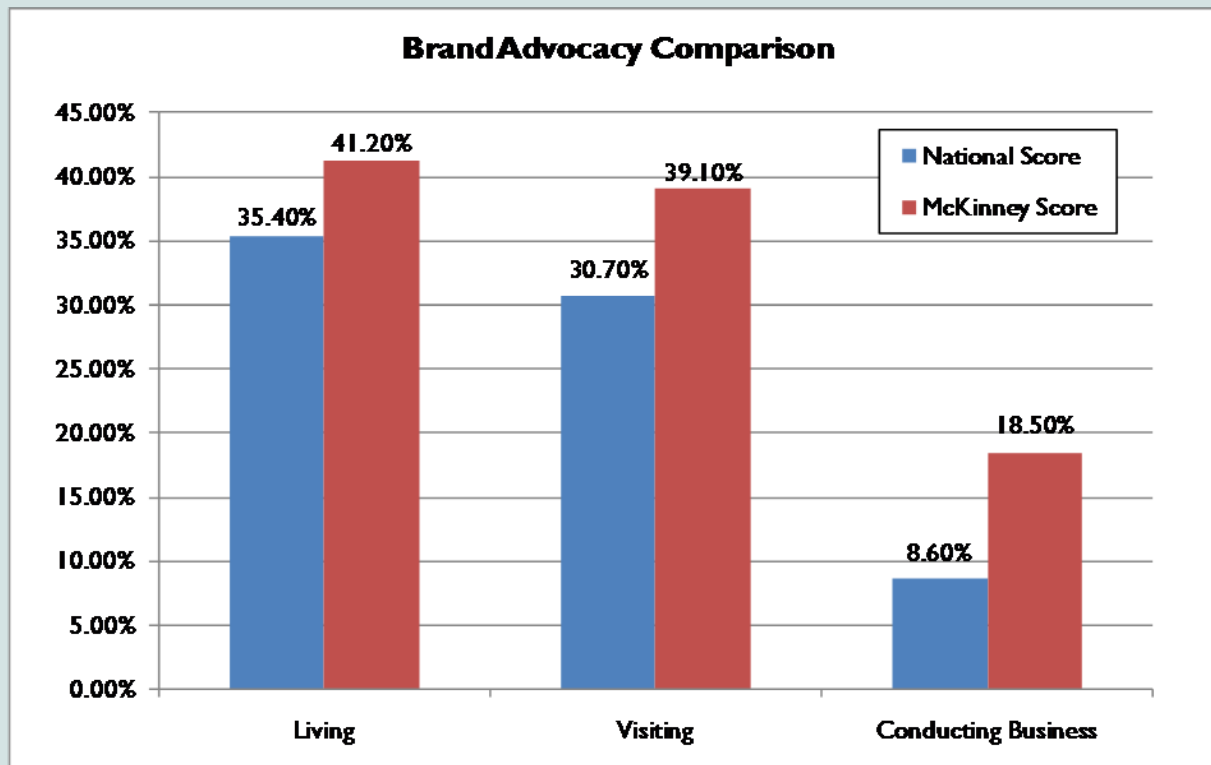
Benchmark Measurement (2007)



Brand Barometer

Brand Advocacy Score = % Promoters – % Detractors

Follow Up Measurement (2009)



Brand Barometer

Brand Advocacy Score = % Promoters – % Detractors

Net Change '07-'09

