



Gordaq Index 2006

Media Performance Summary

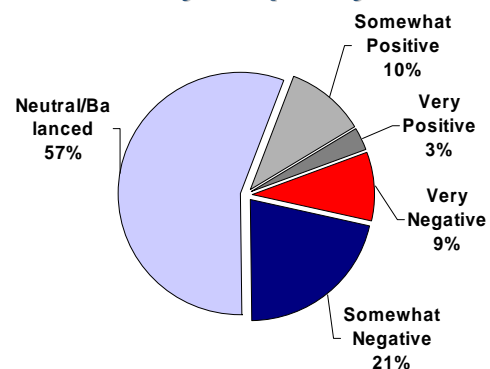
January, 12th to January, 19th 2006

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Weekly Key Indicators

| Jan-12 to January -19 | |
|-----------------------|------------------------------------|
| Frequency | 347 mentions |
| Reach | 264.47 Million Impressions |
| Tone | 13% Positive |
| Impact | +5% |
| Net Effect | + 13.82 Million Impressions |

Tone by Frequency



Weekly Performance

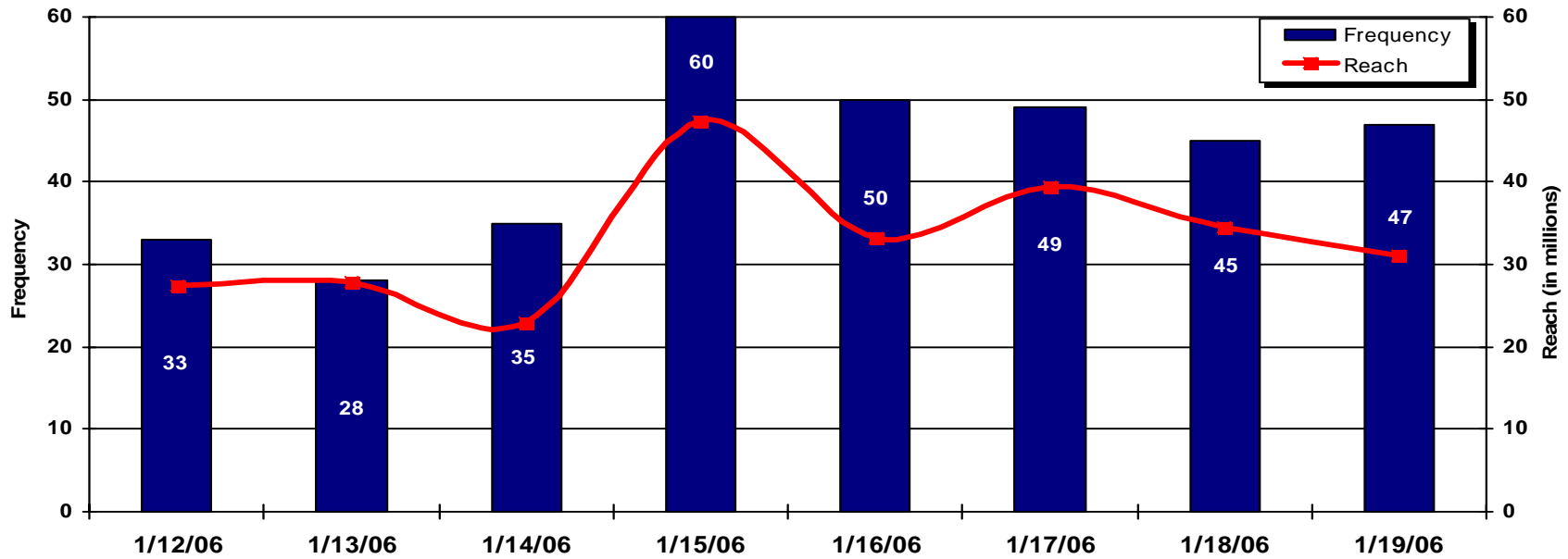
| | Frequency | Reach (in millions) | Impact Score | NetEffect (in millions) |
|------------|-----------|---------------------|--------------|-------------------------|
| 12/01/2006 | 33 | 27.40 | -11% | -2.56 |
| 13/01/2006 | 28 | 27.92 | -7% | -1.45 |
| 14/01/2006 | 35 | 22.97 | 15% | 2.71 |
| 15/01/2006 | 60 | 47.33 | 7% | 4.26 |
| 16/01/2006 | 50 | 33.24 | 12% | 5.14 |
| 17/01/2006 | 49 | 39.53 | 13% | 5.91 |
| 18/01/2006 | 45 | 34.55 | 0% | -0.43 |
| 19/01/2006 | 47 | 31.05 | 1% | 0.25 |

Impact Score Factors

| | FrontPage | Headline | Exclusive Mention | Significant Mention | Lead Mention | Visual | Positive |
|------------------|-----------|------------|-------------------|---------------------|--------------|-----------|------------|
| Jan-04 to Jan-12 | 1 | 30 | 74 | 18 | 51 | 5 | 39 |
| Total % | 0% | 11% | 28% | 7% | 19% | 2% | 15% |
| Jan-12 to Jan-19 | 1 | 59 | 146 | 33 | 135 | 2 | 47 |
| Total % | 0% | 17% | 42% | 10% | 39% | 1% | 14% |

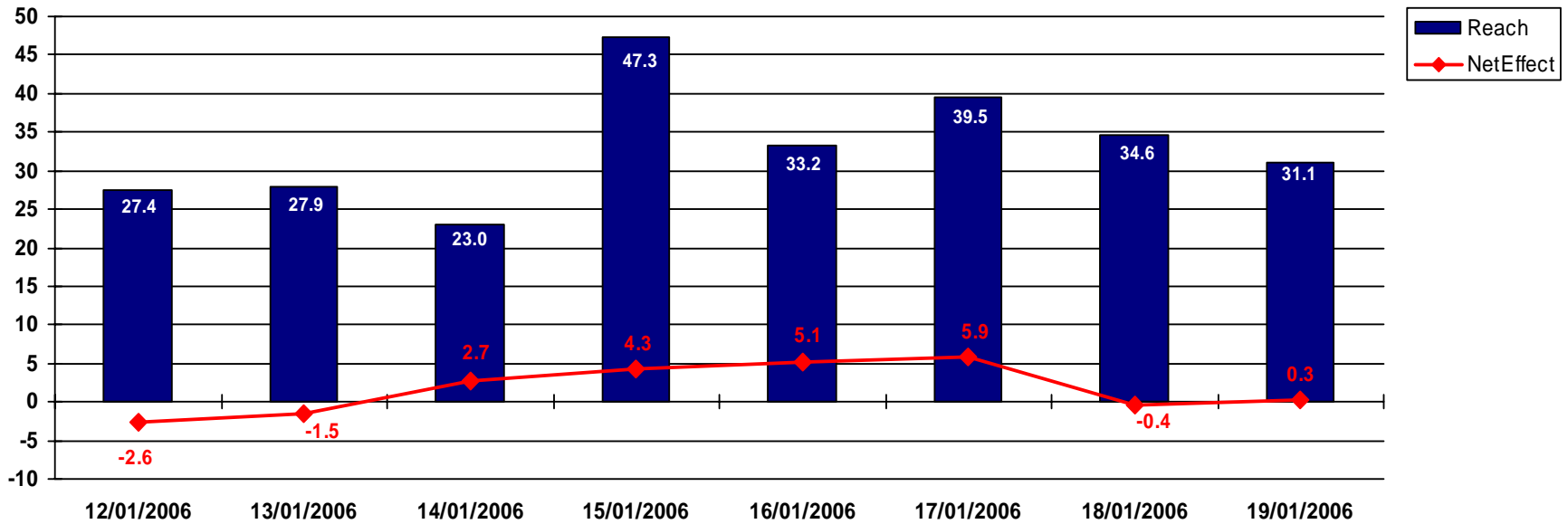
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Frequency & Reach



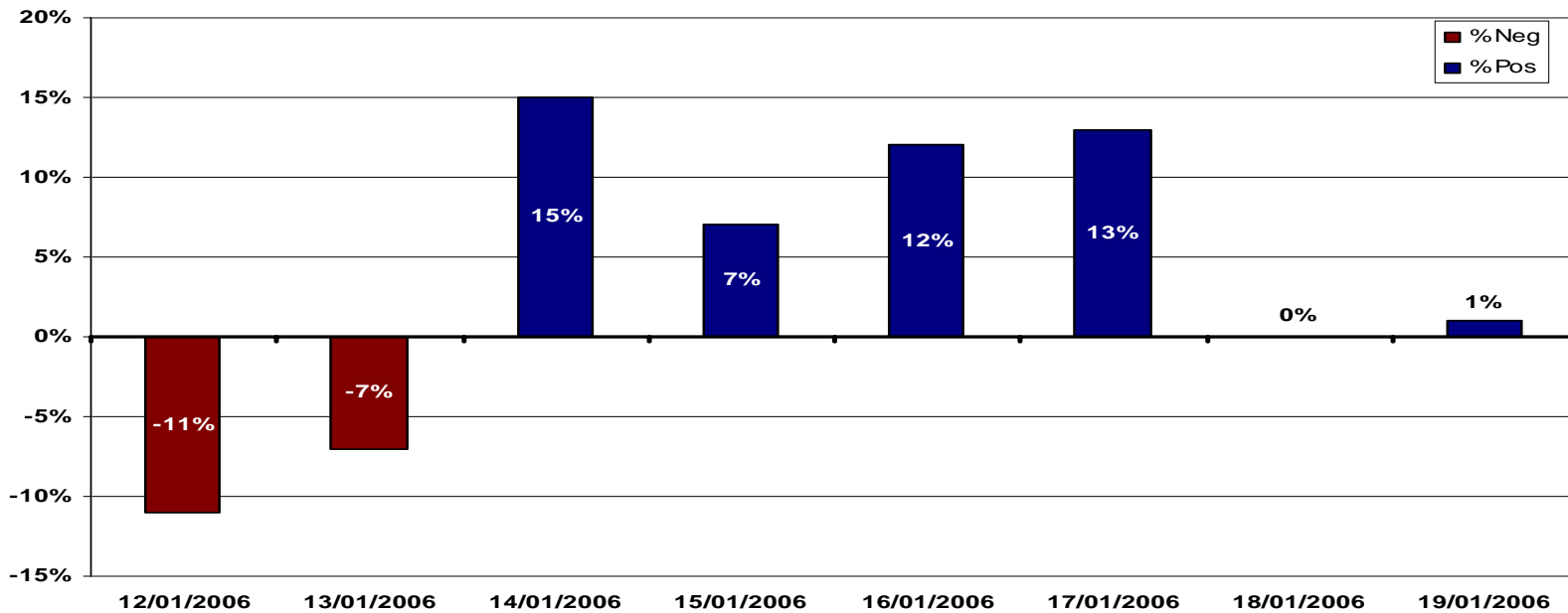
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Reach & Net Effect (in millions)



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Impact Score (%) over time



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Favorable Positioning - Volume



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Media Performance – Ranking by Frequency

| | Frequency | Reach (in millions) | Impact Score | NetEffect (in millions) |
|------------------------------|-----------|---------------------|--------------|-------------------------|
| Guardian | 54 | 20.60 | 12% | 2.46 |
| Times | 41 | 27.00 | 0% | -0.03 |
| Daily Telegraph | 37 | 33.61 | -4% | -1.39 |
| Evening Standard | 37 | 14.57 | 3% | 0.48 |
| Daily Mail | 34 | 81.85 | 11% | 8.73 |
| Daily Express | 26 | 24.95 | -5% | -1.19 |
| Independent | 26 | 6.57 | 15% | 0.98 |
| Observer | 16 | 7.23 | 5% | 0.38 |
| Scotsman | 15 | 1.05 | 3% | 0.03 |
| Financial Times | 11 | 4.82 | 15% | 0.72 |
| Sunday Times | 9 | 12.57 | 17% | 2.18 |
| Independent on Sunday | 8 | 1.63 | -4% | -0.06 |
| Sunday Telegraph | 7 | 4.88 | 7% | 0.33 |
| Mail On Sunday | 6 | 14.37 | 7% | 0.98 |
| Business | 5 | 1.41 | -7% | -0.1 |
| Scotland on Sunday | 5 | 1.25 | 25% | 0.31 |
| Economist | 4 | 0.61 | 11% | 0.07 |
| Express on Sunday | 3 | 3.08 | -8% | -0.24 |
| International Herald Tribune | 2 | 0.34 | -48% | -0.16 |
| Wall Street Journal | 1 | 2.07 | -30% | -0.63 |

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Media Performance – Ranking by Impact Score

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Gordaq Index 2006 – Methodology

How a story is scored ...

Prominence is an estimation of the likelihood that someone will be exposed to and remember news about a company. Measures include placement (front page), presence of the company in the headline or graphics, dominance and extent of mention.

Prominence "Splash"



Tone



Tone is rated on a five-point scale:

- 5 – Very Positive
- 4 – Somewhat Positive
- 3 – Neutral
- 2 – Somewhat Negative
- 1 – Very Negative

Weighted Impact



Weighted Impact is a composite of Prominence and Tone and becomes an overall quality score on a scale of +100% to -100%.

Impressions



Impressions are audited circulations of print outlets and audience figures of broadcast outlets. No multipliers, such as pass-along, are used.

Net Effect



Net Effect is the result of Impressions of an individual story multiplied by the Weighted Impact scale. The result is either a positive or negative number, depending on the tone of the company's coverage in the story. The sum of these scores result in a Net Effect score for a given period of time, or surrounding a particular issue.

Gordaq Index 2006 – Methodology

Appendix – Media List

Business

Daily Express

Daily Mail

Daily Telegraph

Economist

Evening Standard

Express on Sunday

Financial Times

Guardian

Independent

Independent on Sunday

International Herald Tribune

Mail On Sunday

Observer

Scotland on Sunday

Scotsman

Sunday Telegraph

Sunday Times

Times

Wall Street Journal