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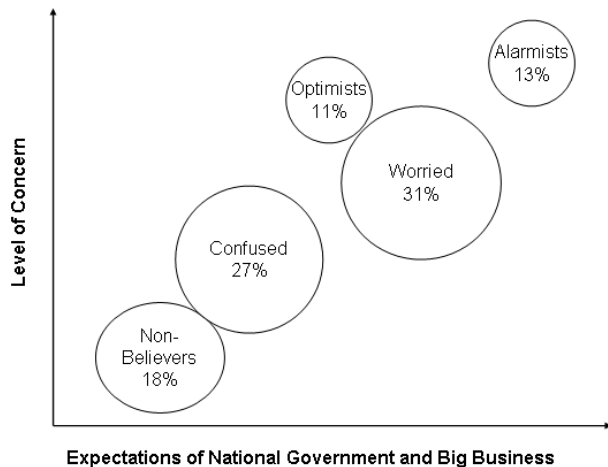
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U.S. Consumers Hold Big Business Accountable for Global Warming

New environmental barometer uncovers five distinct consumer segments explaining U.S. consumers' attitudes, opinions and behavior in response to global warming

Los Angeles, Calif., February 20th, 2007 – Independent market research firm, The MindClick Group, today released the findings of a new study detailing consumer attitudes toward climate change: more than 60 percent of U.S. consumers hold government and big business directly accountable for global warming. The MindClick Consumer Global Warming Monitor (GWM) is a quarterly examination of how concern for global warming is affecting U.S. consumers' purchase habits, perceptions, attitudes, and behaviors. The study, which polled 532 U.S. consumers online, was conducted in January 2007 using data collection software and U.S. consumer panels from GMI (Global Market Insite, Inc.) based in Seattle, Wash. Designed to provide business leaders with an unbiased point-of-view of the American consumer, MindClick's groundbreaking GWM has identified five distinct market segments that explain U.S. attitudes and opinions about global warming as follows:



Source: The MindClick Group, Inc.

The Alarmists: *Extremely concerned. Hold big business, industry and government responsible for global warming. Believe global warming is impacting their health.*

The Optimists: *Extremely concerned. Believe big business, industry, government and individuals are addressing the problem of global warming.*

The Worried Middle: *Highly concerned. Worried that profit motivations are preventing business, industry and government from providing solutions to global warming.*

The Confused: *Undecided about global warming, yet moderately concerned. Still believe it is somewhat important for business, industry and government to address the problem.*

The Non-Believers: *Believe global warming is not happening, and that no change is required by business, industry or government.*

Key findings among all five segments include:

- 50 percent of U.S. consumers believe the oil, gas and automotive industries value profits over climate change implications.
- At least 33 percent of U.S. consumers attribute changes in personal health to unusual weather.
- One out of three U.S. consumers attribute unusual weather patterns to global warming.

"For anyone who questions whether climate change is a mainstream issue, the answer is a resounding *YES*," explains JoAnna Abrams, CEO of The MindClick Group. "Be it political, economical or environmental, global warming is now a mainstream issue among U.S. consumers. Business leaders need to fully understand and prepare for the potential impact on their brands, products, and bottom line."

"By powering MindClick's research, GMI is hoping to provide more insight into the effects of climate change on consumer behavior and attitudes," added Michael Allenson, executive vice president at GMI who powered the study. "There is a great deal more to be learned on the subject of global warming. GMI is looking forward to assisting MindClick's future surveys via our ability to segment high-quality survey samples across business, consumer, national and global spectrums."

“The news is not all bad for big business,” continued Abrams. “American consumers are increasingly receptive to corporations that are finding ways to develop and implement truly innovative policies, programs, products and services that positively impact climate change. Conversely, survey results indicate that companies that choose to ignore environmental concerns can expect to find themselves at an economic disadvantage to those who embrace and effectively respond to it.”

A complimentary executive summary report of the research findings is available at www.mgwmonitor.com.

About The MindClick Consumer Global Warming Monitor™

The MindClick Consumer Global Warming Monitor (GWM) is a quarterly study that captures U.S. consumers’ view of global warming and the resulting impact on their purchase habits, perceptions, attitudes, and behaviors. The first monitor of its kind, MindClick’s groundbreaking GWM has uncovered five distinct segments explaining U.S. consumers’ attitudes and opinions about global warming. Created in response to questions raised by industry leaders, MindClick’s GWM provides business executives with target consumer insights to guide their response to environmental issues.

The Monitor is compiled from a broadly representative sample of U.S. consumers age 18+. Interviews are conducted online via email invitation sent to members of GMI’s permission-based consumer panels. For more information, please visit www.mgwmonitor.com.

About The MindClick Group, Inc.

MindClick, an award-winning market research innovator, transforms consumer feedback into practical and efficient answers to business questions. Recognized as a pioneer, MindClick leverages the internet, multimedia, and market research fundamentals to measure and optimize commerce, advertising, product/concept feasibility and pricing. Products include The MindClick Audience Meter™, The MindClick Website Meter™ and The MindClick Consumer Global Warming Monitor™. Founded in 2000, with headquarters in Los Angeles, Calif., MindClick has a client retention rate in excess of 90%, with clients in a variety of industries, including automotive, entertainment, technology, consumer products and retail. In 2005, MindClick’s work on behalf of Team One Advertising contributed to the 2005 David Ogilvy Research Award. For more information, visit us online at www.mindclickgroup.com or email us at rberrent@mindclickgroup.com.

About GMI

GMI (Global Market Insite, Inc.) is the only provider of comprehensive integrated solutions for global market intelligence for both market research firms and corporate market research departments at Global 2,000 companies. Solutions include Net-MR, a suite of software tools to manage and automate research throughout the project lifecycle, desktop analysis tools, 24/7 service bureau capabilities, and one of the world’s largest, highly profiled, double opt-in managed panels, providing reach to six million consumers and spanning across 200+ countries. In addition, GMI offers high-value, real-time enterprise feedback solutions for customer, partner and employee programs. Founded in 1999 with world headquarters in Seattle, Wash., GMI has operations on six continents. In 2006, the company ranked #93 in *Inc. Magazine’s* Inc. 500, #4 in Deloitte’s Technology Fast 50 for Washington State and #105 in Deloitte’s Technology Fast 500 for North America. More information is available at www.gmi-mr.com or email us at info@gmi-mr.com.