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### FRANK N. MAGID ASSOCIATES TO RELEASE REAL-TIME ANALYSIS OF THE BIG GAME AND ALL THE COMMERCIALS

MINNEAPOLIS, Minn. (February 1, 2013) – Frank N. Magid Associates and React Labs will partner on Sunday, February 3, 2013 to take a comprehensive, real-time look at how consumers engage with the Super Bowl and advertising content associated with the big game. The research will use an innovative mobile technology to measure engagement, attitudinal reaction and activation across all the commercials and the event itself.

"We want to measure everything from the game itself, to Beyoncé's half time show, to the all important commercials," said Bill Day, Executive Director at Frank N. Magid Associates. "Online polls and social TV during the game only scratch the surface of what we can learn about how people really engage with the Super Bowl."

The React Labs technology utilizes a mobile app that enables users to react to an event moment by moment. The new real-time polling platform captures viewer engagement with what they're watching, while simultaneously collecting temporally fine-grained, interpretable data about their responses.

"React Labs harnesses the potential of mobile technology to tap into people's immediate, unmediated responses to what they're seeing and hearing," said Philip Resnik, PhD, founder of React Labs, LLC. "Our goal for this project is to build a platform that seamlessly integrates with how consumers watch and react to major media events like the Super Bowl."

Leveraging its domain expertise in content development and advertising effectiveness, Frank N. Magid Associates will provide a comprehensive view of the game, the ads and consumers' engagement with both. Magid's advertising experts will be available to provide instant analysis of the impact of this premier marketing event. Additionally, a full graphics package, custom data sets and expert opinions will be available to selected media outlets in advance and immediately after Sunday's game.

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Founded in 1957, Frank N. Magid Associates provides research-driven, strategic media counsel on the evolving consumer mindset for clients in 37 countries. The company helps businesses that are struggling to make sense of a constantly evolving marketplace connect with an increasingly elusive, splintered consumer who is seemingly hidden behind an expansive array of technologies. Magid not only provides businesses with an understanding of the attitudes, opinions, and actions of today's technology-saturated consumers, but also offers research-driven strategic advice on how to successfully brand, advertise, market, and design their products and services. For more information, please visit Magid on the Web at www.magid.com.

React Labs LLC, based in Bethesda, Maryland, offers the industry's most innovative and flexible technology platform for collecting moment-by-moment reactions on a large scale using mobile devices. Originating in research at University of Maryland by founder Philip Resnik, PhD, the technology was developed in collaboration with user experience and political science experts and made its debut with large scale collection of public opinion during the October 2012 presidential debates. For more information, see reactlabs.org or e-mail reactlabs@gmail.com.