

Month 2010	Jan	Feb	March	April	May	June	July	August	September	October	November	December
Coverage - BBF/Splash driven	5	110	27	29		409	41					
News releases issued			3	1		3						
Media interviews		1		1	1	17						
Video/broadcast interviews						4						
Analyst interviews		1				2						
Articles / Features placed		1		1	1	3						
Coverage - General industry mentions	1	3		1	18	8	34					
Coverage - Member Reference						29	1					
Press conferences						1						
Whitepaper placements							3					

	YTD Total
Coverage - BBF/Splash driven	621
News releases issued	7
Media interviews	20
Video/broadcast interviews	4
Analyst interviews	3
Articles / Features	6
Coverage - General industry mentions	65
Coverage - Member Reference	30
Press conferences	1
Whitepaper placements	3