

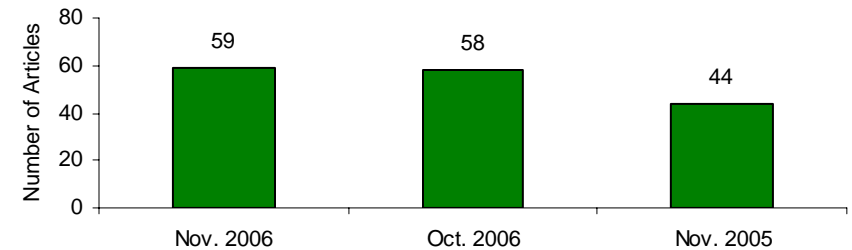
UPSTREAM ANALYSIS SAMPLE REPORT



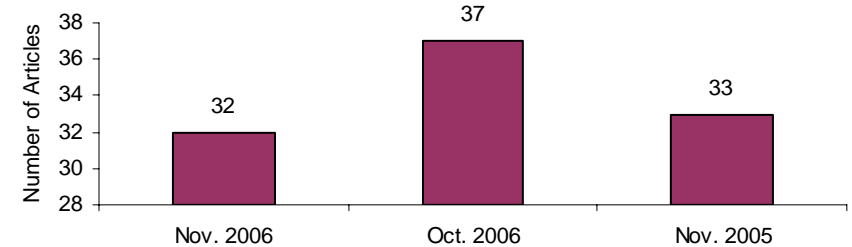
COMPANY SCORECARD

# of Mentions	% Change from Last Month	% Change from Last Year	Notes
Agriculture Company: 59	+2% ↔	+25% ↑	The number of November 2006 articles mentioning the Agriculture Company was nearly unchanged from October. Coverage was down compared to the same month last year, but that was because coverage of the new CEO elevated October 2005 mentions to unusually high levels.
Topic A: 32	-14% ↓	-4% ↔	Within articles mentioning the Agriculture Company, Topic A appeared more often than any other topic. However, the number of references was down compared to previous months.
Topic B: 14	+8% ↔	40% ↑	Topic B continues to appear in the Agriculture Company's media coverage at levels similar to those seen in recent months. Overall, the issue has increased in visibility by 40% over the same time last year, but the actual number of stories is low.

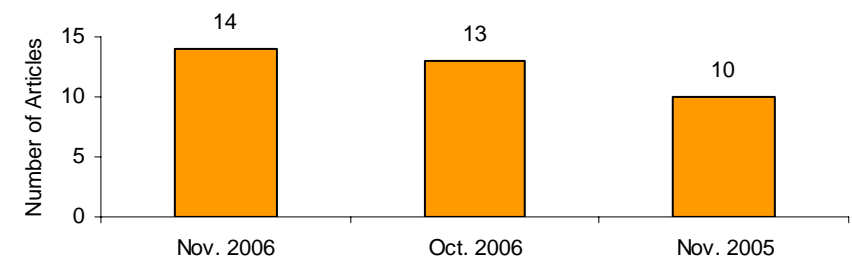
Volume of Agriculture Company Coverage



Volume of Topic A Coverage



Volume of Topic B Coverage



ISSUE SCORECARD

# of Mentions	% Change from Last Month	% Change from Last Year	Notes
Environment mentions: 687	+3% 	+66% 	The overall volume of coverage mentioning environmental terms doubled in November compared to October. Water quality references in particular spiked due to an AP story that reported pesticides were detectable in most U.S. rivers. Run-off mentions declined somewhat compared to the same time last year.
Health mentions: 811	+194 	+83% 	The number of health-related terms nearly tripled in November compared to October. This increase was due to the same AP story mentioned above on pesticides in rivers. The article described certain pesticide chemicals as potentially cancer-causing, but expressly noted that levels were well below EPA standards.
Chemical mentions: 1,091	+51% 	+17% 	Nitrogen, phosphorus and potassium mentions increased in November coverage, but there were no negative connotations associated with them. In particular, Atrazine mentions rose sharply due to a prominent Reuters report of its use in commercial fertilizers. Phosphorus, nitrogen and 2,4-D mentions rose in November as well. The number of clips mentioning chemicals remained nearly the same as last year.

