



Mindset Media.

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For Immediate Release

IS THERE A “MAC” MINDSET?

*“Mac People” Found to be More Open and Superior
Than Population at Large, According to Mindset Media Study*

NEW YORK, January 16, 2008 – Mindset Media (www.mindset-media.com), which operates an online ad network that enables brand advertisers to reach millions of people with the personality traits that fit their brands, today released a Mindset Profile™ of Mac users, which the company generated from a recent study conducted using Nielsen’s Online panel (www.nielsen-online.com).

According to Mindset Media, Mac enthusiasts descending on San Francisco in droves this week to see the latest Apple innovations are apt to have a lot in common with the open-minded, liberal population they will find there. The study, with a robust sample of 7,500 respondents, revealed that people who are highly open-minded or, in Mindset Media parlance, “Openness 5’s”, are 60 percent more likely than people in the general population to have purchased a Mac. These purchasers are also more liberal, less modest, and more assured of their own superiority than the population at large.

Mindset Media defines Openness 5’s as those who seek rich, varied and novel experiences, believing that imagination and intellectual curiosity contribute to a life well lived. They are receptive to their own inner feelings and may feel both happiness and unhappiness more intensely than others.

“In a competitive market, like the one for personal computers, many brands compete for the same demographic, and what separates the winners from the losers is often the ability to identify and reach the right psychographic,” said Sarah Welch, COO and co-

founder of Mindset Media. “For the first time, marketers with brands that have distinctive Mindset Profiles, like Apple, can directly reach the people with the personality and attitudes that love what they sell.”

About Mindset Media

Mindset Media is the internet ad network for brands. Using its proprietary psychographic standard, Mindset Media enables brand advertisers to target millions of people with the personality traits that fit their brands in online media buys. The company works in partnership with Nielsen Online to develop consumer profiles that help brand marketers specify their psychographic targets. For more information, visit www.mindset-media.com.

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