



Mindset Media.

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For Immediate Release

THE MOVIEGOER MINDSET

*People who go to the movies regularly have a distinct Mindset Profile,
according to Mindset Media study*

NEW YORK, July 1, 2008 – Mindset Media (www.mindset-media.com), an online ad network that enables brand advertisers to reach millions of people with the personality traits that fit their brands, released today a Mindset Profile™ of people who go to the movies regularly, which the company generated from a recent study conducted using Nielsen's Online panel (www.nielsen-online.com).

If you've seen *Iron Man*, *Get Smart*, *The Hulk*, and *Sex and the City* in the past month, chances are you are wired differently than the general population. In fact, if you see more than three movies a month, you are more likely to be highly optimistic, creative, or assertive.

"We asked ourselves why, with insane gas prices and video-on-demand, would people go to see movies – and lots of them – on the silver screen," said Sarah Welch, COO and co-founder of Mindset Media. "The answer is their personalities."

In a study fielded earlier this year among 25,000 respondents, Mindset Media found that people who plan ahead to regularly see movies have a distinct Mindset Profile, or set of psychographic traits.

The study, which defines people who go to the movies regularly as those who see three or more movies each month and plan what movie they are going to see in advance, found four Mindsets distinguished regular movie goers from the general population:

- 58 percent more likely to be an Assertiveness 5

- 99 percent more likely to be a Dynamism 5
- 38 percent more likely to be an Optimism 5
- 76 percent more likely to be a Creativity 5

“This data and the Mindset Media targeting capability enable movie marketers to deliver their message directly to the millions of people most likely to end up in a movie theater seat,” continued Welch.

Highly assertive people, or Assertiveness 5’s in Mindset Media parlance, are alpha dogs. They know what you want and go after it with purpose. They also have strong opinions and have no problem taking charge of a situation.

Dynamism 5’s (highly dynamic people) thrive on being where the action is. They see and do more in a typical day than many would dream of doing in a week, or even a month. They believe the only place to be is in the thick of it; never on the sidelines.

Highly optimistic people (Optimism 5’s) never fail to look on the bright side of things, no matter how bleak the current situation. Others tend to look towards Optimism 5’s to cheerfully look forward to what the future will bring.

Those who score high in Creativity (Creativity 5’s) are both inventive and imaginative. Creativity 5’s also tend to be emotionally sensitive and intellectually curious.

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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