



Mindset Media.

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For Immediate Release

**MINDSET MEDIA STUDY REVEALS THE PERSONALITY OF
“RECESSION-PROOF” HOLIDAY SPENDERS**

*Company Enables Media Buyers to Target Millions of Consumers
“Wired to Spend” This Season*

NEW YORK, November 4, 2009 – Mindset Media (www.mindset-media.com), the market research and ad technology company that sets the standard in psychographic measurement and targeting, today announced the results of a study on consumers’ attitudes toward spending and the economy. The study revealed a segment of optimistic, creative and action-oriented consumers who believe that their families will be better off financially in the coming year. These “Recession-Proof Spenders” appear primed to open their wallets on gifts and entertaining this holiday season, despite lingering challenges in the general economy.

“Surprisingly, Recession-Proof Spenders range from the modest to the super affluent,” said JB Brokaw, Executive Director of Market Development at Mindset Media. “It’s their *personalities* that make them different. Demographics miss this vital holiday target. The only way to reach Recession-Proof Spenders is with MindsetTargeting.”

According to the study, four Mindsets distinguished Recession-Proof Spenders from the general population:

- Optimism

Highly optimistic people, or Optimism 5s in Mindset Media parlance, see the glass as being half-full. They never fail to look on the bright side of things, no

matter how bleak the current situation. People count on them to cheerfully look forward to what the future will bring.

- Dynamism

Dynamism 5s (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.

- Creativity

Highly creative people (Creativity 5s) are both inventive and imaginative. Creativity 5s also tend to be emotionally sensitive and intellectually curious.

- Leadership

Those who score high in Leadership (Leadership 5s) truly have the personality of a modern leader. They have ideas and vision, and their style with others is both inclusive and decisive.

“This is great news for online media planners,” continued Brokaw. “Adding a MindsetTarget of Recession-Proof Spenders to any online plan will reach people wired to spend this holiday season.”

About Mindset Media

Mindset Media is the market research and ad technology company that sets the standard in psychographic measurement and targeting. Our MindsetProfiles® let marketers see how their target consumers measure up on 21 elements of personality known to drive buyer behavior and brand choice. Our proprietary ad technology enables major web publishers to deliver specific psychographic audiences, or MindsetTargets™, on their own inventory. This capability, which is unique in the world of media today, gives blue-chip advertisers the power to reach mass audiences of consumers with the psychographics that fit their brands. Mindset Media is headquartered in New York, and has field offices in Los Angeles, Chicago, and Kansas City. Mindset Media is a member of the Internet Advertising Bureau (IAB), the Network Advertising Initiative (NAI) and the Advertising Research Foundation (ARF). For more information, visit www.mindset-media.com.

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