

“Please rate Tiger Woods on the following attributes where 1 represents ‘Not at all strong in this attribute’ and 7 represents ‘Extremely strong in this attribute’”

2/19/10 Results

4/5/10 Results

Likeability

| | |
|-------------|---------------------------|
| | Total (n=1,090) |
| MEAN | 4.0 |

| | |
|-------------|---------------------------|
| | Total (n=1,200) |
| MEAN | 4.1 |

Believability

| | |
|-------------|---------------------------|
| | Total (n=1,090) |
| MEAN | 4.0 |

| | |
|-------------|---------------------------|
| | Total (n=1,200) |
| MEAN | 4.0 |

Sincerity

| | |
|-------------|---------------------------|
| | Total (n=1,090) |
| MEAN | 4.1 |

| | |
|-------------|---------------------------|
| | Total (n=1,200) |
| MEAN | 4.1 |

Please indicate how favorable you are of the Tiger Woods using a scale of 1-7 where 1 represents, "Not at all favorable" and 7 represents, "Extremely favorable."

2/19/10 Results

| | Before Video (n=1,090) | After Video (n=1,090) |
|------|---------------------------|--------------------------|
| Mean | 3.8 | 3.9 |

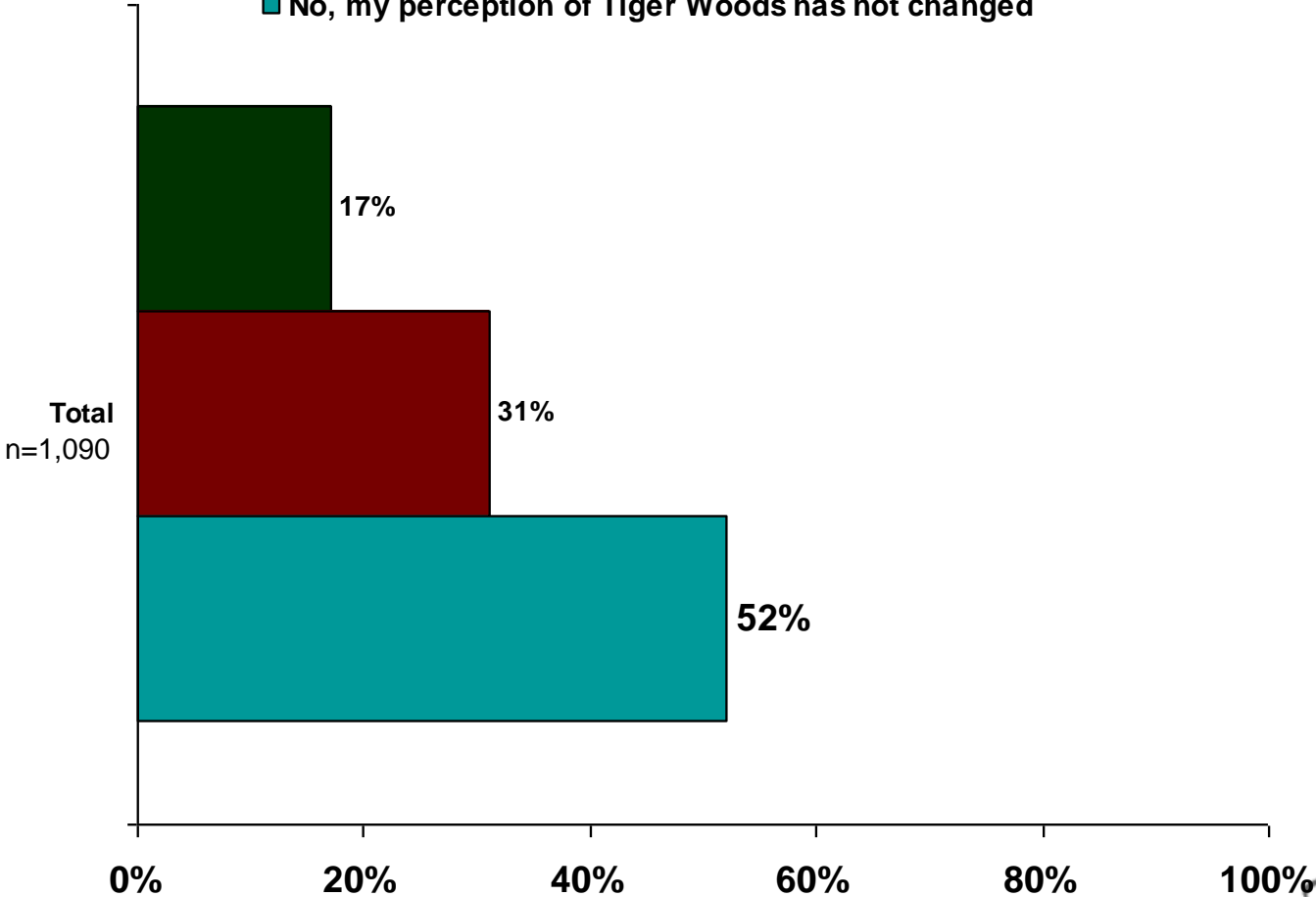
4/5/10 Results

| | Before Video (n=1,200) | After Video (n=1,200) |
|------|---------------------------|--------------------------|
| Mean | 3.7 | 3.9 |

Has this press conference changed your perception of Tiger Woods?

2/19/10 Results

- Yes, I have a more negative perception of Tiger Woods
- Yes, I have a more positive perception of Tiger Woods
- No, my perception of Tiger Woods has not changed

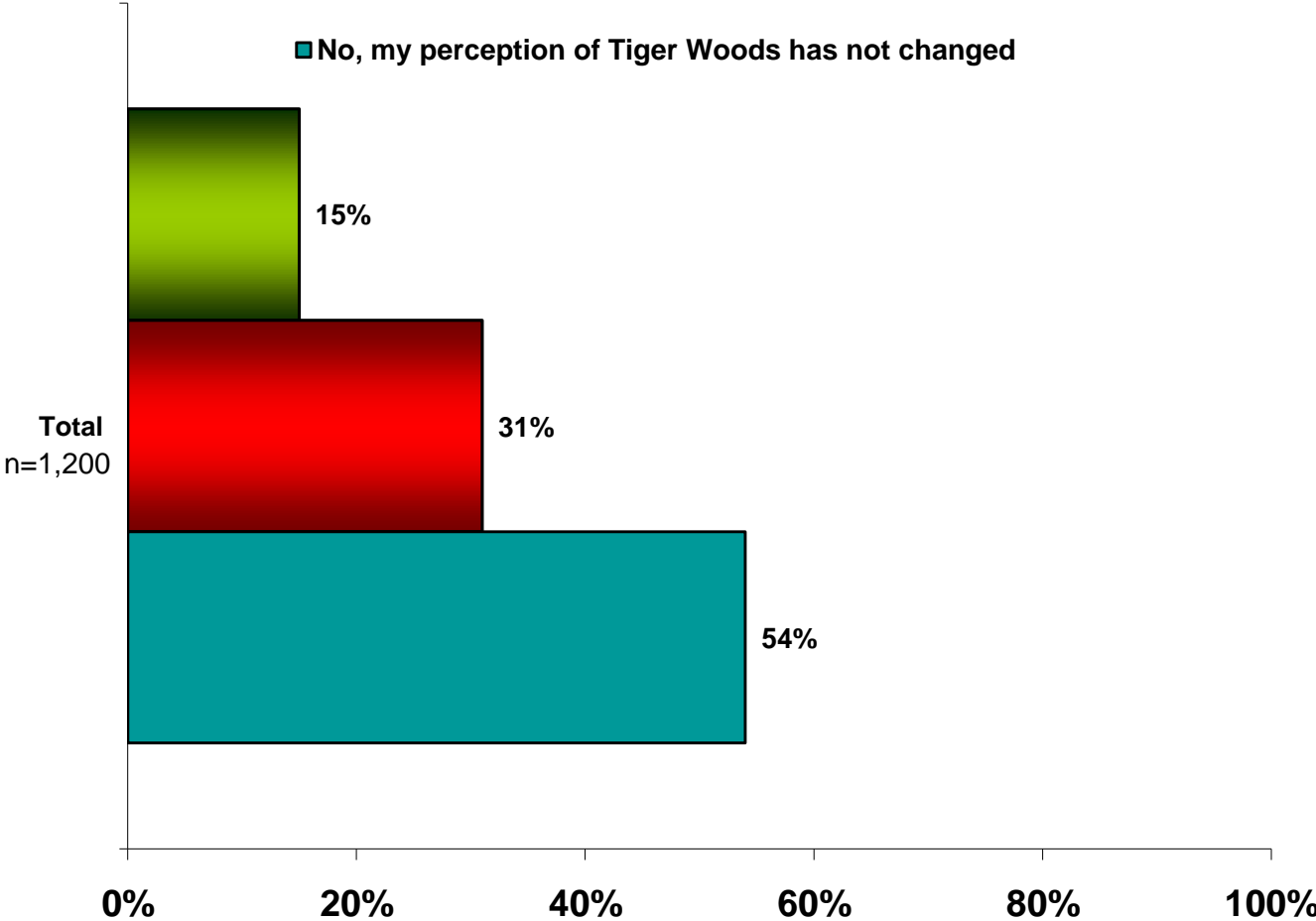


Percentages may not equal 100 due to rounding

Has this press conference changed your perception of Tiger Woods?

4/5/10 Results

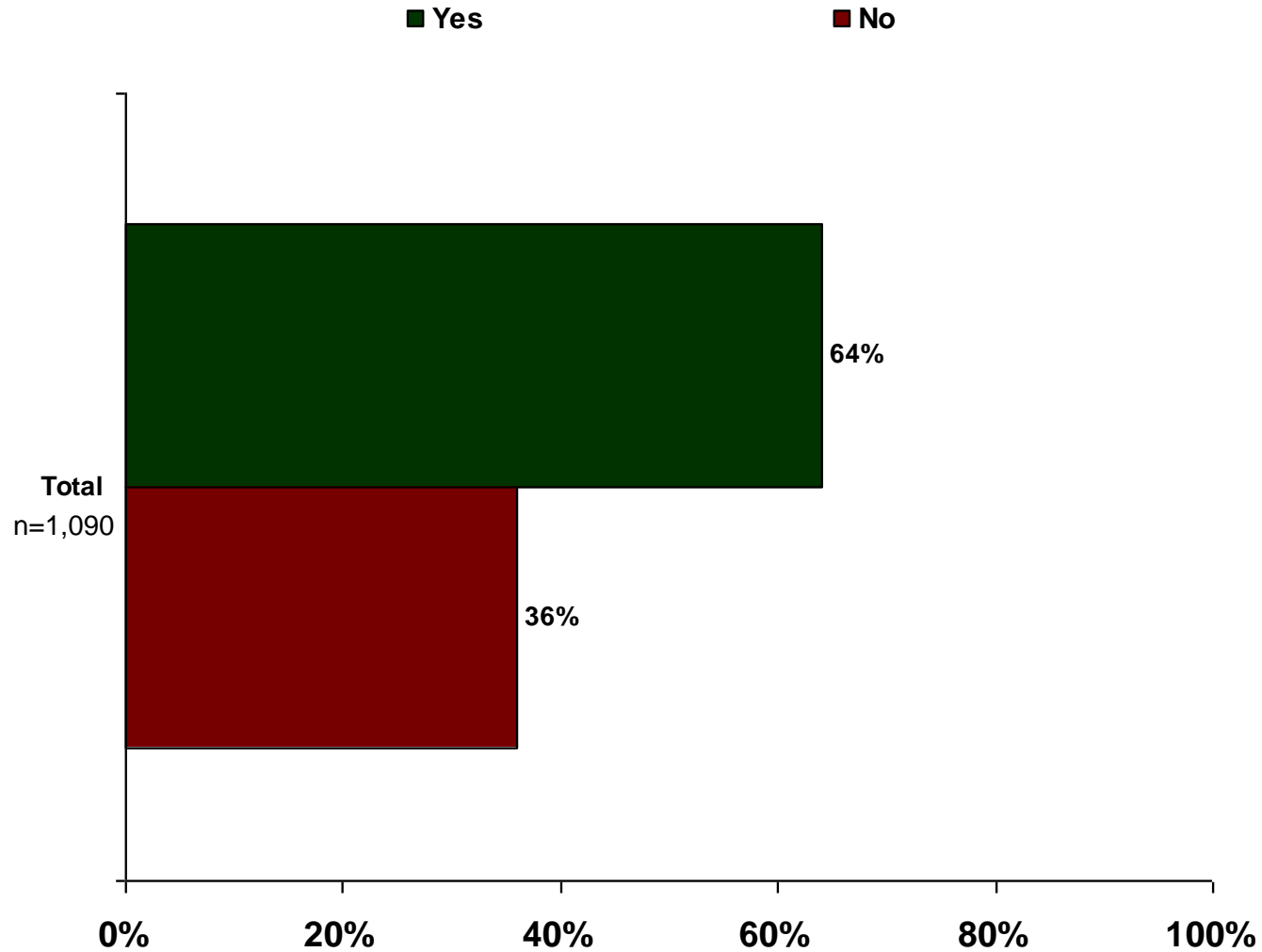
- Yes, I have a more negative perception of Tiger Woods
- Yes, I have a more positive perception of Tiger Woods
- No, my perception of Tiger Woods has not changed



Percentages may not equal 100 due to rounding

Do you think the apology that Tiger Woods gave was sufficient?

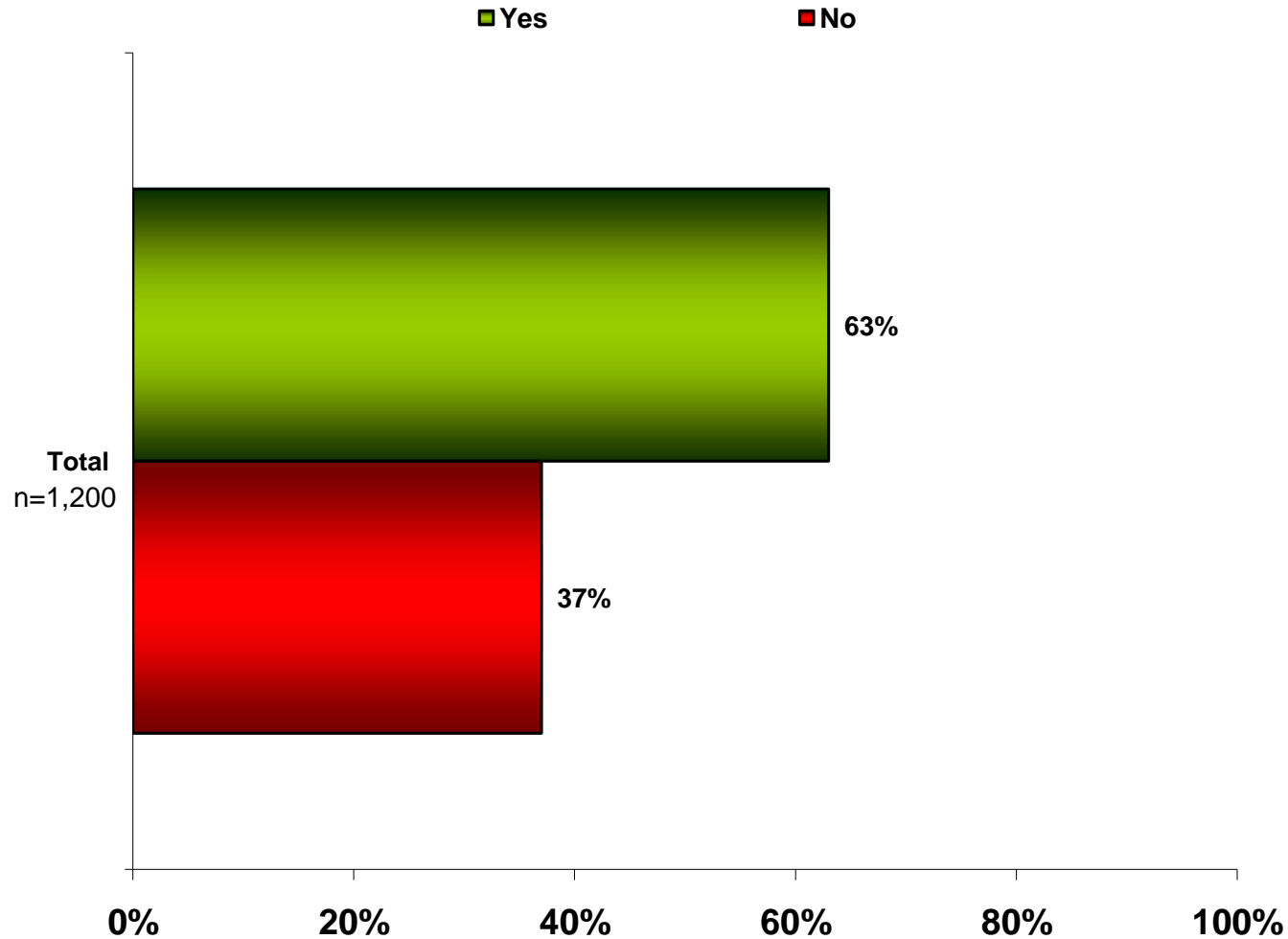
2/19/10 Results



Percentages may not equal 100 due to rounding

Do you think the apologies that Tiger Woods has given have been sufficient?

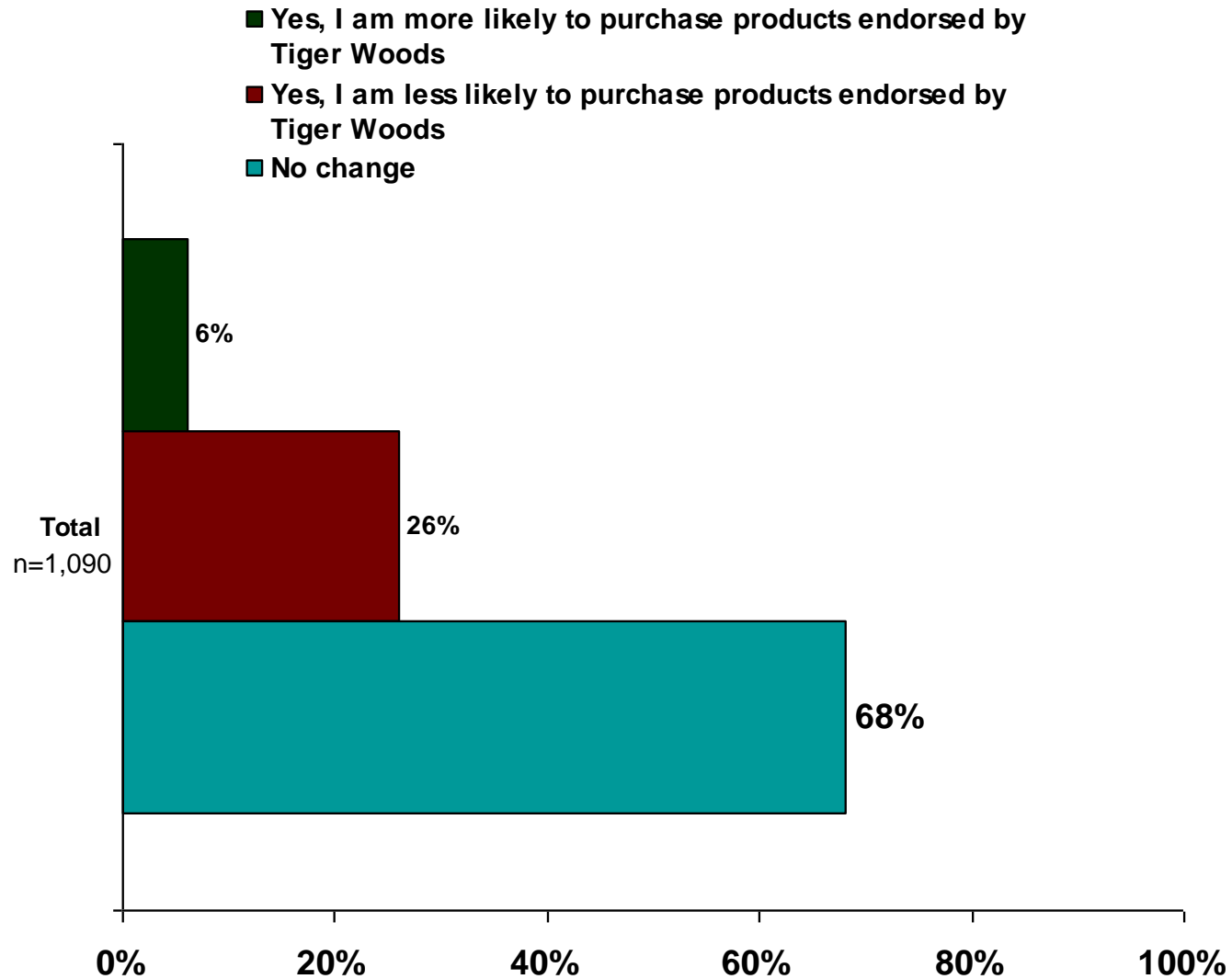
4/5/10 Results



Percentages may not equal 100 due to rounding

Has this incident changed your likelihood of purchasing products endorsed by Tiger Woods?

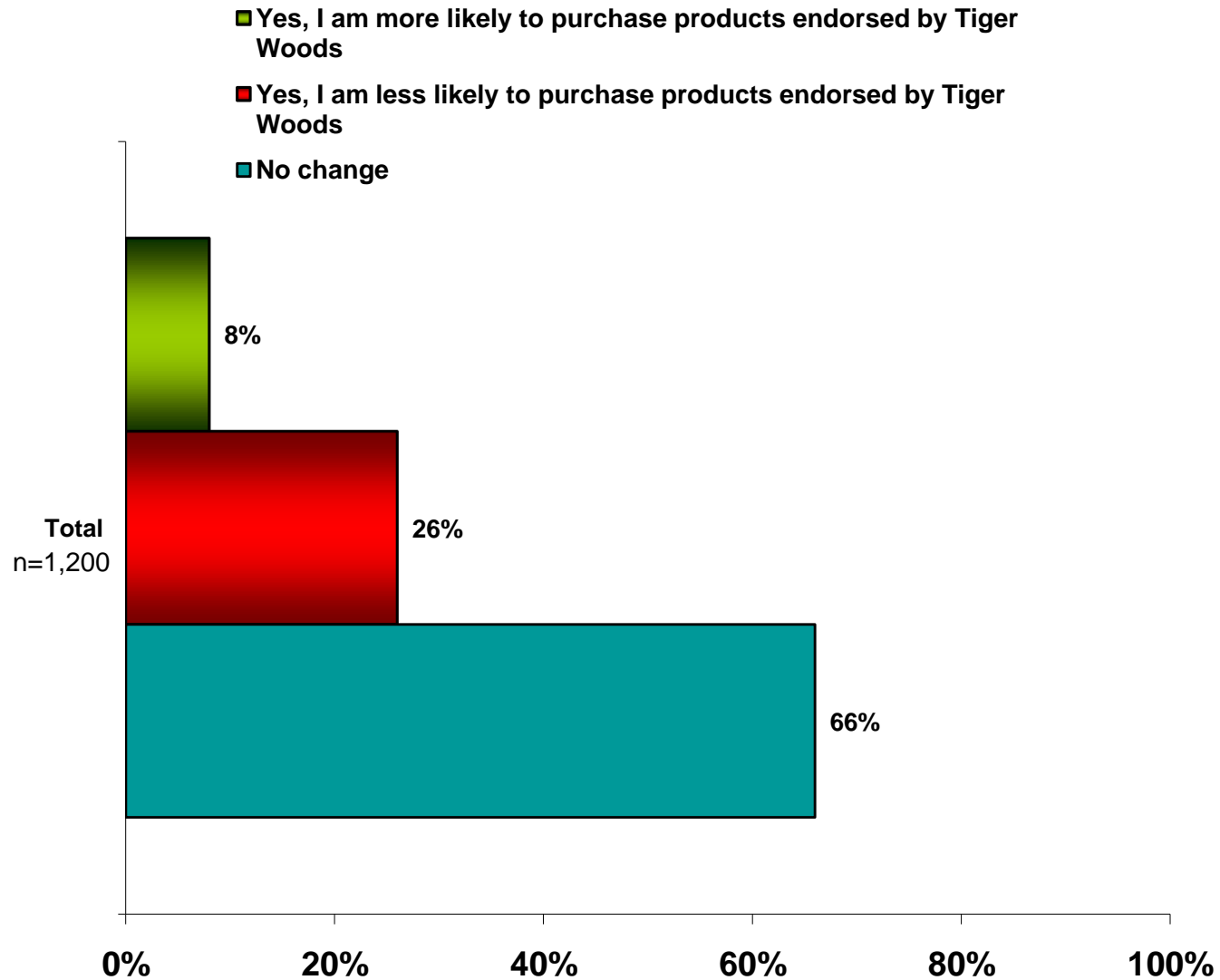
2/19/10 Results



Percentages may not equal 100 due to rounding

Has this incident changed your likelihood of purchasing products endorsed by Tiger Woods?

4/5/10 Results



Total
n=1,200

Percentages may not equal 100 due to rounding