

Lowest Five Super Bowl Ad Scores from 2010

<u>Ad</u>	<u>Scores</u> (Higher scores indicate better ad ratings)
CBS Films' "The Back-Up Plan"	35.54
Boost Mobile "Mobile Shuffle"	33.32
US Census Bureau "Production Meeting"	30.69
Go Daddy "Massage"	28.01
CBS "Survivor"	25.93