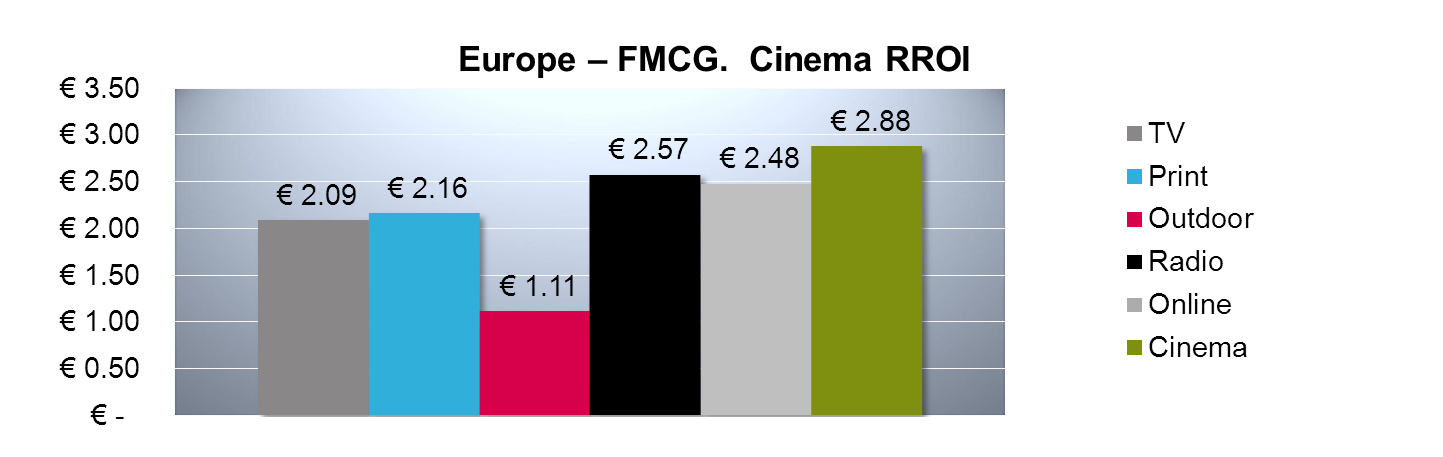
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**BrandScience presented the European findings for SAWA (Global Cinema Advertising Association) in 2012.**

Highlights included strong returns for Cinema in the FMCG market relative to other media:

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As well as a clear indictment for the use of Cinema in the FMCG subcategory, Food & Drink:

