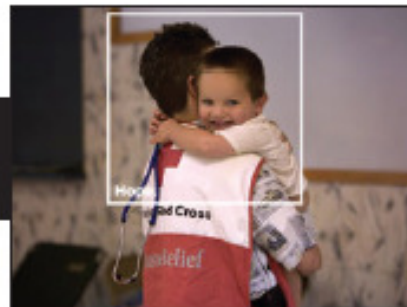




**American
Red Cross**

2010 BRAND STRENGTH REPORT

**There is no better brand with which to associate your
organization than the American Red Cross**



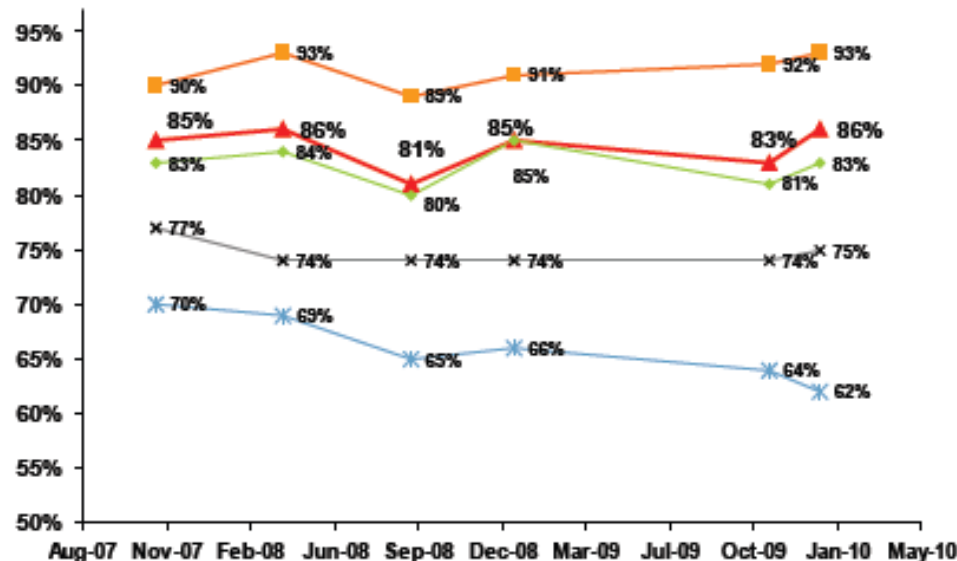
The American Red Cross Brand Asset Value is higher than that of any other charity

Multiples show how each charity indexes in total Brand Asset Value (combined measures of brand strength and stature) compared to the average charity.



American Red Cross

| <u>Charity</u> | <u>Multiple</u> |
|---|-----------------|
| American Red Cross | 2.03x |
| St. Jude's Children's Research Hospital | 1.73x |
| Habitat for Humanity | 1.56x |
| Salvation Army | 1.47x |
| American Heart Association | 1.45x |
| Susan G. Komen Race for the Cure | 1.19x |
| AVERAGE CHARITY | 1.00x |
| United Way | 0.95x |
| UNICEF | 0.64x |



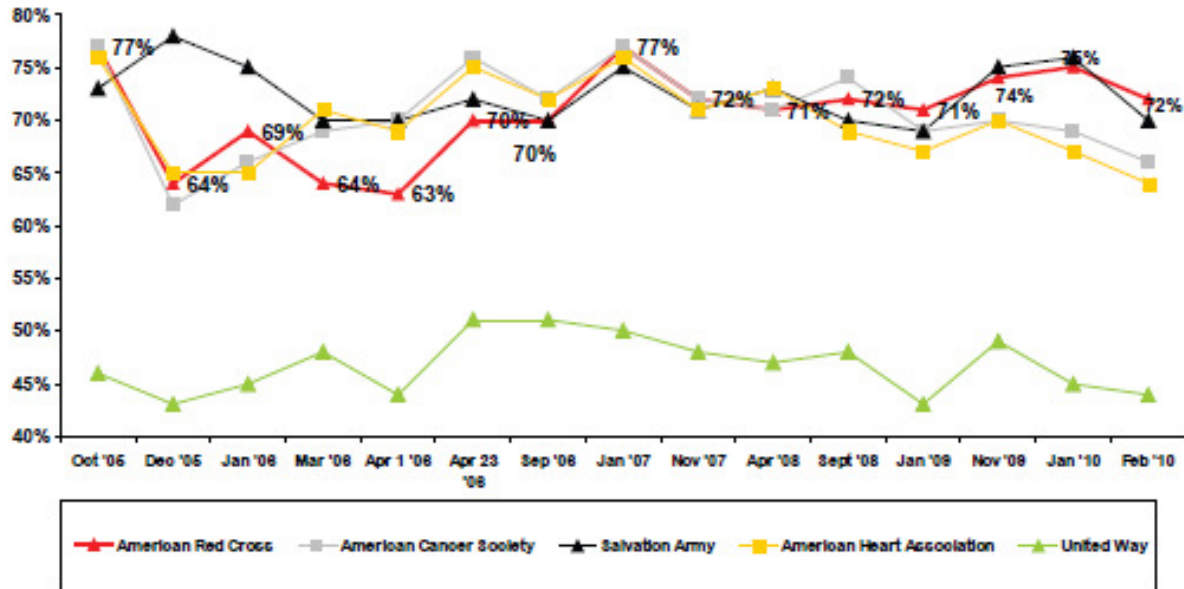
Perceptions of the local value of the Red Cross are very high

- Local Public Library
- Local Red Cross
- Local Salvation Army
- Local Public Radio
- Local United Way

I'm going to read a number of local organizations. For each, tell me how valuable the organization is to the quality of life in your community.

Routine tracking polls, Omnibus telephone surveys of 1,000 US adults 18 and older, ME= +/-4.1%, ORC International

Trusted by the American people



I would like to know how much you trust each of the following institutions in terms of doing a good job and meeting your expectations. (1= a very low level of trust and 5 = a very high level of trust)

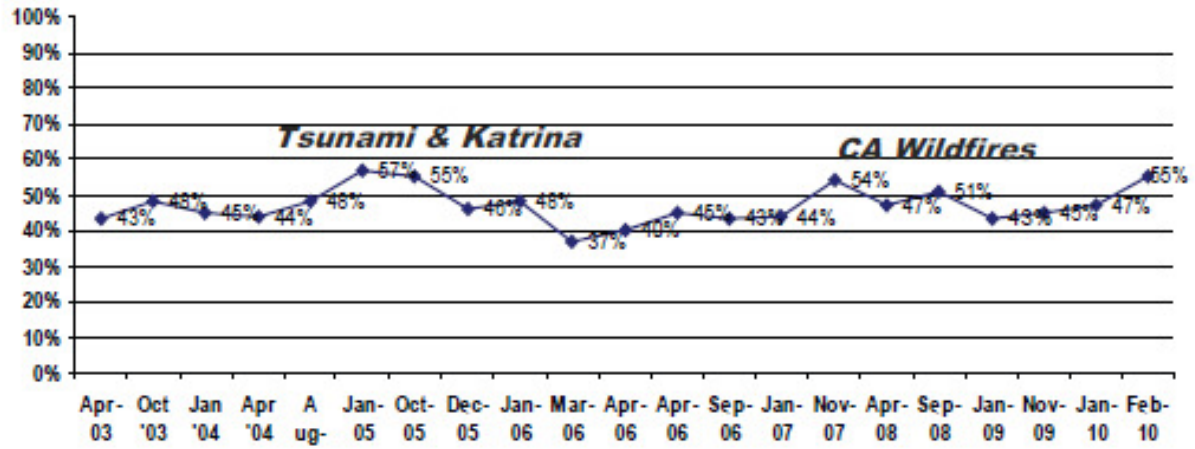
Graph shows top two ratings (4 and 5).

Routine tracking polls, Omnibus telephone surveys of 1,000 US adults 18 and older, ME=+/-3.1%, ORC International

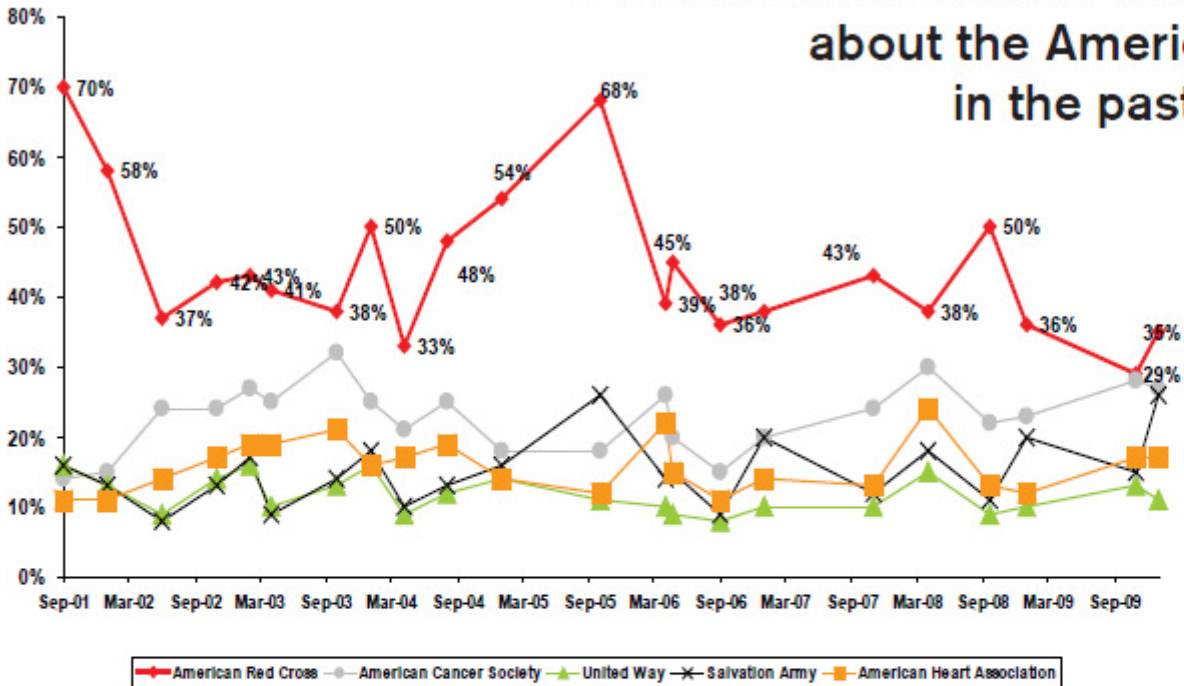
Confidence in American Red Cross management of donated funds increased by eight points from 2009 to 2010

Percentage of people agreeing with the following statement: "The American Red Cross manages donated funds well".

Routine tracking polls, Omnibus telephone surveys of 1,000 US adults 18 and older, ME=+/-4.1%, ORC International



1 in 3 Americans recall seeing or hearing about the American Red Cross in the past three months



What life-saving organizations do you recall hearing or seeing information about during the PAST 3 MONTHS?

Routine tracking polls, Omnibus telephone surveys of 1,000 US adults 18 and older, ME= +/- 3.1%, ORC International.

Please contact us to learn more about corporate sponsorship opportunities.
 Connect your organization with one of the most iconic and trusted brands in the world.

American Red Cross
 South Central New York Region
 620 East Main Street
 Endicott, NY 13760
 Phone: (607) 785-7207
 Fax: (607) 785-7216