



Prime Access Inc. URBAN MAJORITY™ ADVERTISING

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BRAVO, APPLE, SHOWTIME, HBO, ABSOLUT, AND LEVI'S

DEEMED MOST GAY-FRIENDLY BRANDS,

ACCORDING TO MAJOR GAY & LESBIAN CONSUMER STUDY

Landmark survey from PlanetOut, Inc. and Prime Access reveals that more than two-thirds of gays and lesbians say they are more likely to purchase from gay-friendly companies

New York City (May 13, 2008) – Bravo, Apple, Showtime, HBO, Absolut, Levi's, are the gay-friendliest brands, while WalMart, Dunkin Donuts, Cracker Barrel, Exxon Mobil, and Samsung earn the lowest marks from gay and lesbian consumers, according to the 2008 Prime Access/PlanetOut Gay and Lesbian Consumer Study released today.

Conducted by Clark, Martire & Bartolomeo on behalf of advertising agency Prime Access and PlanetOut, Inc. (Nasdaq: LGBT), the survey is one of the largest and most comprehensive surveys of gay and lesbian consumer habits and brand perceptions. A total of 2,259 adults aged 18-64 participated in the study, which was broken down into two panels: general population (1,502 respondents) and gay and lesbian population (757 respondents).

Prime Access is the leading advertising agency specializing in reaching the lesbian, gay, bisexual, and transgender (LGBT) community. PlanetOut Inc. is the leading global media and entertainment company exclusively serving the LGBT community.

The report confirms why many of the world's most successful brands recognize that being gay-friendly equals good business.

According to the study, more than two-thirds (68%) of gay and lesbian consumers said they are more likely to buy from a company they considered to be gay-friendly, a perception they base largely on a company's advertising, followed by input from friends and the media.

The study also reveals that 71% of gay and lesbian consumers said they have a more favorable impression of companies or products that feature gay imagery in their advertising. Howard Buford, president and CEO of Prime Access, noted that Levi's, one of the top gay-friendly brands, recently featured a gay couple in television advertising.

“The study reveals that gays and lesbians are fiercely loyal customers to brands they perceive as reaching out to them,” said Buford. “A marketing communications program directed at the gay and lesbian audience can be a significant opportunity for brands to build business.”

Kevyn Aiken, Vice President of Marketing, Media Sales at PlanetOut, said the study also confirms why gays and lesbians represent one of the most coveted and active demographics.

“Gays and lesbians have many similarities to straight people, with one pronounced difference: they’re more powerful consumers,” said Aiken. “In virtually every category – from financial services to fragrance – the study shows that gays and lesbians tend to be ahead of the curve when it comes to embracing new products and trends. They are early adopters that their peers look to for advice, opinions, and ideas. As a result of their influence, they impact many more purchases than just their own.”

For example, Aiken said the study revealed that gays and lesbians are almost twice as likely (60% vs. 34%) as their straight counterparts to say people seek their advice.

Among other notable findings in the 2008 Prime Access/PlanetOut Gay and Lesbian Consumer Report:

- ◆ 8% of adults in the general population panel identified as gay or lesbian, reflecting conventional wisdom that 5-10% of adults are gay.
- ◆ Sexual orientation is the primary community with which gays and lesbians identify. 47% of gays and lesbians said their sexual orientation is the community that most defines them, followed by gender (45%) and religion (28%). This compares to gender (36%), nationality (32%), and religion (30%) for the general population.
- ◆ While almost three-fourths of both gays and lesbians and the general population are opposed to outing, 61% of gays and lesbians support outing if an individual is actively opposed to equal rights. Only 33% of the general population agrees.
- ◆ 69% percent of gays and lesbians are Democrats, while 7% are Republicans.

The report also surveyed 3,156 PlanetOut subscriber and reader respondents, drawn from email promotable lists provided by PlanetOut. Notable finding among this group include:

- ◆ 85% of PlanetOut respondents said they are more likely to purchase products from companies they know are gay-friendly.

- ◆ PlanetOut respondents are 36% more likely than the general population to consider themselves “someone in the know”.

To view a summary of key highlights from The 2008 Prime Access/PlanetOut Gay and Lesbian Consumer Study, please visit: http://www.primeaccess.net/c2_gpr.php.

Methodology:

The 2008 Prime Access/PlanetOut Gay and Lesbian Consumer Report is one of the largest, most comprehensive study ever of gay and lesbian consumer habits and brand perceptions. The study was conducted by Clark, Martire & Bartolomeo, a leader in custom media marketing research. The respondents were sourced from both the Harris Interactive general population panel, one of the largest online panels available today, and from Harris Interactive’s GLBT specialty panel. A total of 2,259 adults aged 18-64 participated in the study, broken down as follows:

- General population: 1,502
- Gay and lesbian population: 757

The Harris Interactive GLBT specialty panel is recruited from various sources, and is not specifically enlisted from gay and lesbian websites.

In addition, 3,156 PlanetOut subscriber and reader respondents, drawn from email promotable lists provided by PlanetOut, were also surveyed. The PlanetOut “universe” includes readers/subscribers of Out, The Advocate, gay.com, out.com, planetout.com and outtraveler.com.

An online methodology was selected primarily for the critical anonymity it offers respondents. Because online research allows respondents to complete surveys with anonymity and privacy, respondents are often more comfortable sharing their experiences and concerns.

About Prime Access, Inc.

Prime Access Inc. (www.primeaccess.net) is a multicultural advertising agency that offers a unique URBAN MAJORITY™ approach to advertising, marketing and media services. Prime Access specializes in linking clients’ brands to the values of African American, Hispanic and Gay consumers through a sophisticated mix of touch point management, including targeted advertising, direct marketing, media planning and community outreach. Its clients include some of America’s best-known Fortune 500® companies and brands.

About PlanetOut Inc.

PlanetOut Inc. is a leading media and entertainment company exclusively serving the lesbian, gay, bisexual and transgender (LGBT) community.

PlanetOut’s digital media brands include Gay.com, PlanetOut.com, Advocate.com, Out.com, OutTraveler.com and HIVPlusMag.com. PlanetOut print media brands include The Advocate, Out, The Out Traveler and HIVPlus, as well as SpecPub, Inc. titles. Transaction services brands include e-commerce Web sites Kleptomaniac.com and BuyGay.com, and book publisher Alyson Publications.

PlanetOut, based in San Francisco with additional offices in New York and Los Angeles, offers advertisers access to what it believes to be the most extensive multi-channel, multi-platform network of gay and lesbian people in the world. For more information, please visit <http://www.planetoutinc.com>.

About Clark, Martire & Bartolomeo

Established in 1983, **Clark, Martire & Bartolomeo, Inc.** is a marketing and public opinion research firm with experience covering a wide range of industries, marketing problems and public opinion issues. **CM&B** is a full service company, handling projects from design through data gathering, analysis and the

development of recommendations. The firm conducts both large scale quantitative studies and smaller qualitative projects.

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