



Ipsos Survey On Avian Flu

New York, NY, July 2, 2007 — According to a survey conducted by Ipsos Public Affairs, levels of concern about avian (or bird) flu have diminished in the United States over the last 12 months.

Currently, about one quarter of respondents (27%) indicate more than a moderate level of concern about avian flu in the United States generally, down eight percentage points from last year. However, these concerns seem concentrated at a general level, with fewer respondents indicating avian flu is a threat to personal health. Only 15% of respondents report more than a moderate level of concern about avian flu as a risk to themselves or their families.

Level of Concern

Q. How concerned are you about the issue of Bird flu/Avian flu for the United States?

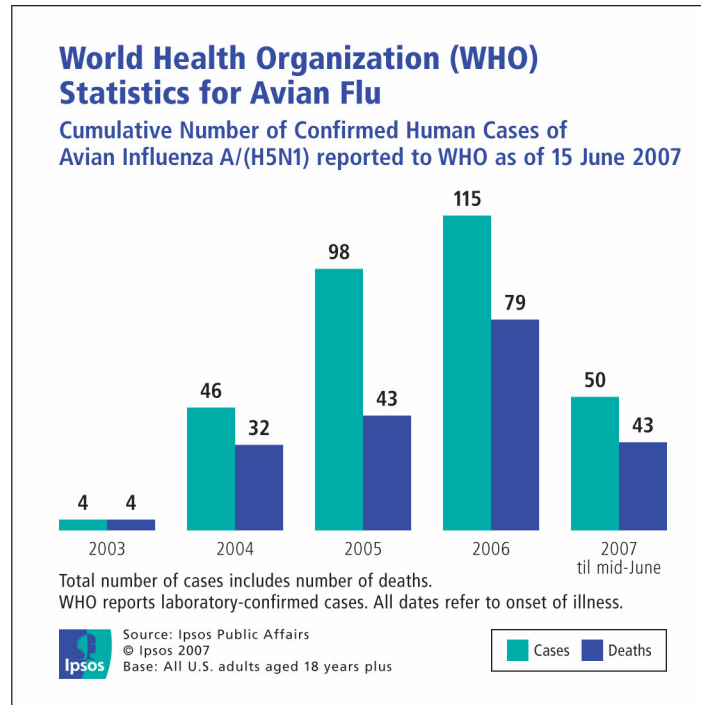
Q. How concerned are you that you or someone else in your household will get sick from Bird flu/Avian flu?

| Concerned | 2006 % | 2007 % | Change ± |
|----------------------|-----------|-----------|-------------|
| United States | 35 | 27 | -8 |
| Household | 24 | 15 | -9 |
| Moderately concerned | | | |
| United States | 34 | 34 | 0 |
| Household | 30 | 29 | -1 |
| Not concerned | | | |
| United States | 31 | 41 | 10 |
| Household | 46 | 57 | 11 |

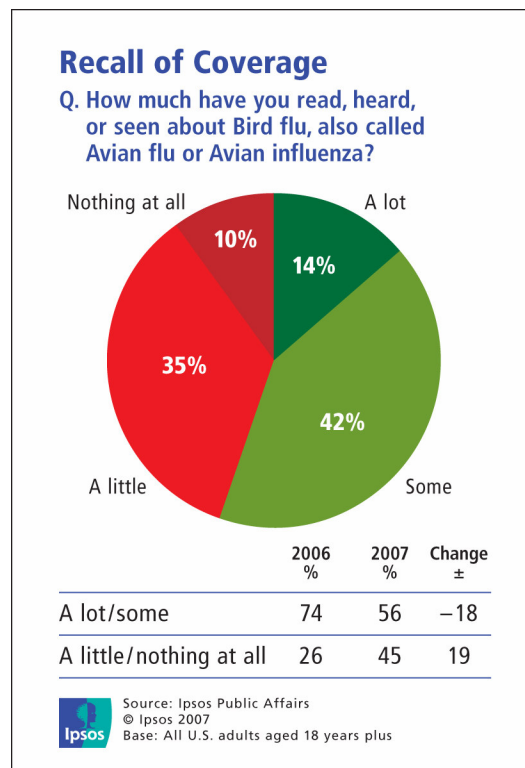


Source: Ipsos Public Affairs
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Base: All U.S. adults aged 18 years plus

At the same time that concerns regarding avian flu are ebbing in the United States, other statistics suggest the numbers of human cases of avian flu may be stabilizing. Statistics provided by the World Health Organization (WHO) suggest that the total number of confirmed cases in 2007 (50 up until mid-June) may be no higher than those reported in 2006 (115 for the whole year).



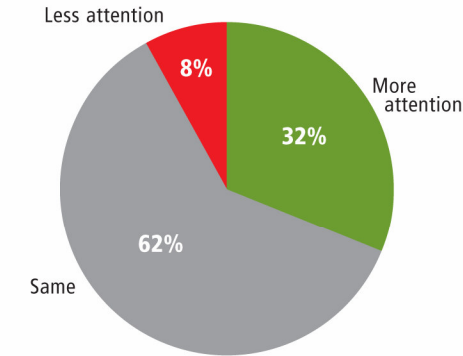
Recall of news coverage about avian flu is also on the decline. The proportion of Americans saying they have read, heard or seen at least some coverage about it is now 56%, down 18 percentage points from 74% a year ago.



A majority of Americans (62%) now feel that government leaders are giving enough attention to the issue. Nearly a third (32%), however, would like to see avian flu given a greater focus.

Government Attention

Q. Do you think that government leaders in the U.S. should be giving less attention or more attention to the issue of Bird flu/Avian flu?



| | 2006 % | 2007 % | Change ± |
|----------------|--------|--------|----------|
| More attention | 42 | 32 | -10 |
| Same | 45 | 62 | 17 |
| Less attention | 13 | 8 | -5 |

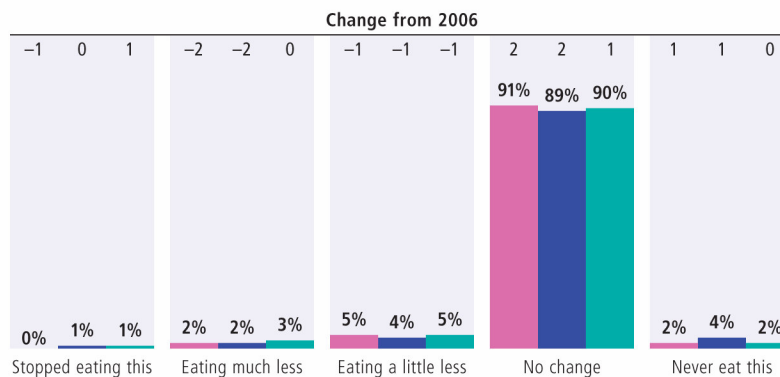


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As in 2006, the vast majority of Americans report that news about avian flu is not impacting their eating habits when it comes to poultry or poultry products: roughly nine in ten say that there has been no change in their consumption of each of chicken, turkey or eggs.

Change in Eating Habits

Q. Specifically because of what you have heard about Bird Flu...



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Chicken Turkey Eggs

The survey was conducted online among 1,438 U.S. adults aged 18 and over interviewed between June 7 and 17, 2007 with Ipsos' Online Omnibus. Results are demographically balanced to represent the population of adults aged 18 and over in the United States. The margin of error is ± 3.1 percentage points with a 95% level of confidence.



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