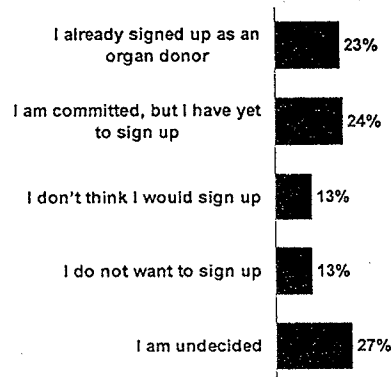


METHOD

- On behalf of Ogilvy Public Relations Worldwide and the New York Organ Donor Network, Lightspeed Research conducted an online survey from October 9th to 23rd, 2008.
- The survey was conducted among 1,000 residents of the greater New York City region (the New York City DMA). The margin of error is +/- 3.1% using a 95% confidence interval.
 - The sample representation was balanced and weighted to match the NYC DMA using income, education, gender, ethnicity and Hispanic heritage.
- Aside from being asked their demographics, respondents were asked to evaluate the description of the donor program along with three messages, namely:
 - "Demonstrate Need and Illustrate Program Impact"
 - "Donor Wishes"
 - "Assuring Public Interest: Trust, Fairness and Program Equality"

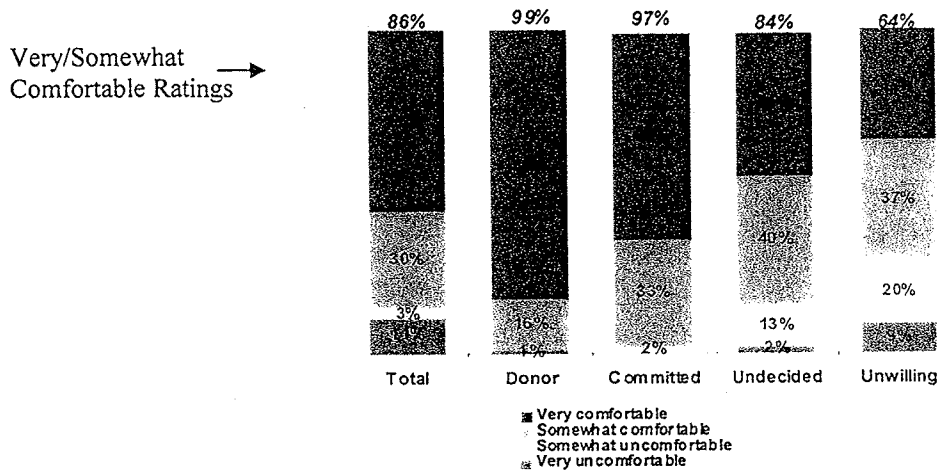
Despite this strong level of concern, only a quarter of all New Yorkers (23%) are signed up as organ donors and only 24% are committed to donating in the future.

Which best describes your personal commitment to organ donation?



However, the majority (86%) say they are comfortable with others who are willing to donate, although non-donors are significantly less comfortable.

How comfortable are you with others donating their organs when they die?



Subtext

:Significantly lower than other groups

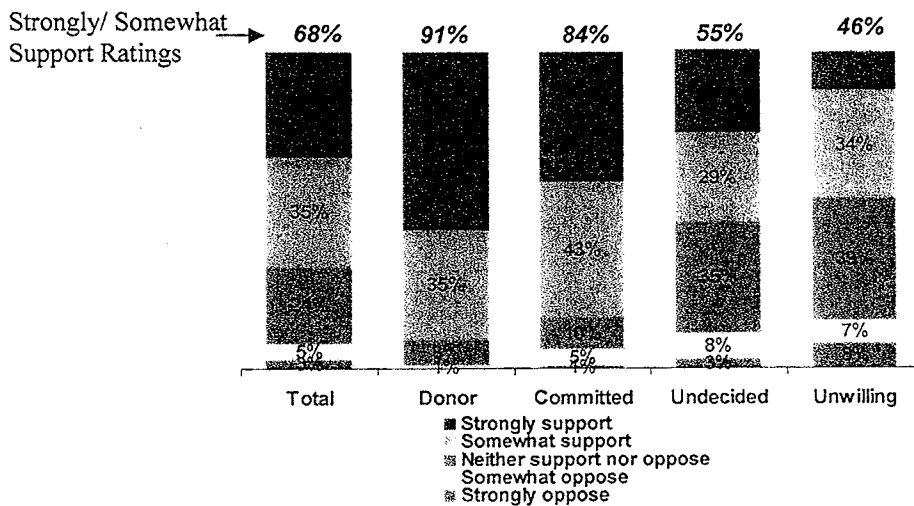
Description of Program 1

Currently, only those New Yorkers who die in a hospital are eligible to be organ donors. However, every year, about 3,000 people in the New York City die unexpectedly from cardiac arrest (sudden death). Right now, these people cannot be organ donors because their death occurs outside of a hospital. Thus, their organs quickly become unsuitable for transplant. However, a new program is being considered which would maintain the deceased's body in a condition that preserves the organs while the body is taken to a hospital. This will allow for possible organ donation. If the deceased has left no indication that he/she wants to be a donor, the family would have to agree to the maintenance of the body at the scene of death and later, to the donation of organs.

When provided a basic description of the new program, over two-thirds (68%) of New Yorkers say they support the program.

- Those who are not willing to donate are significantly less supportive than those who are willing to donate or undecided.

Including your general knowledge of organ donation and the paragraph you just read, do you support or oppose this new program?



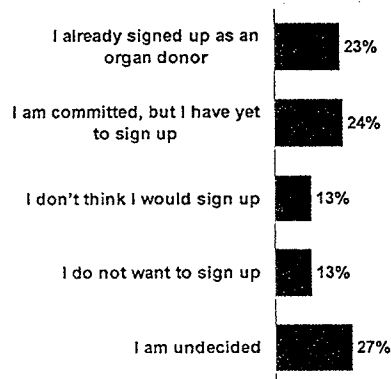
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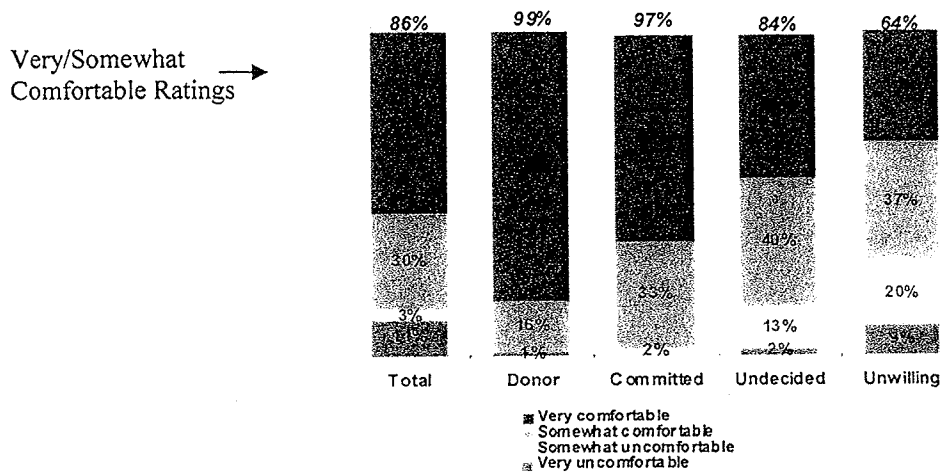
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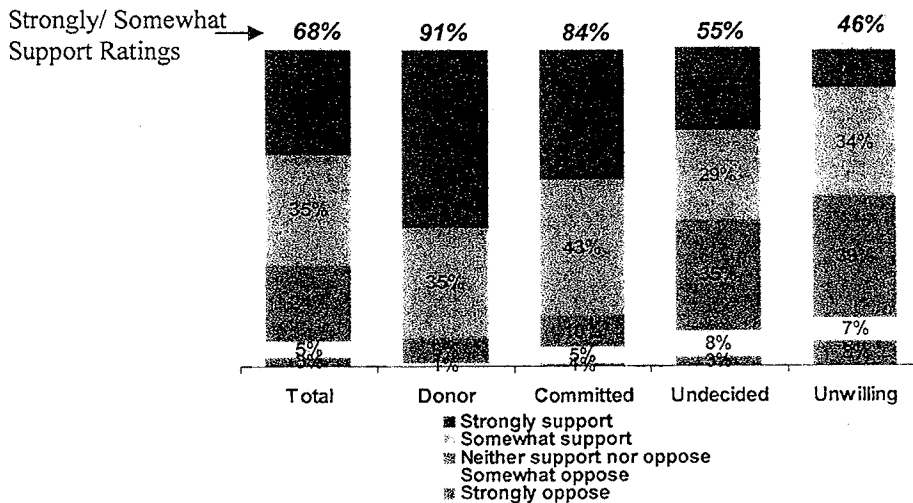
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