



- **ESPN is the #1 brand among Men**, based on an on-going study of “brand resonance” among 138 national brands (including names like Coca-Cola and McDonald’s).

Top 10 Brands -- Men 18+	
1	ESPN
2	Fidelity Investments
3	Hershey's
4	Discovery Channel
5	Microsoft
6	Chevrolet
7	Public Broadcasting
8	Wal-Mart
9	The Learning Channel
10	ABC