

To: Targeted Victory

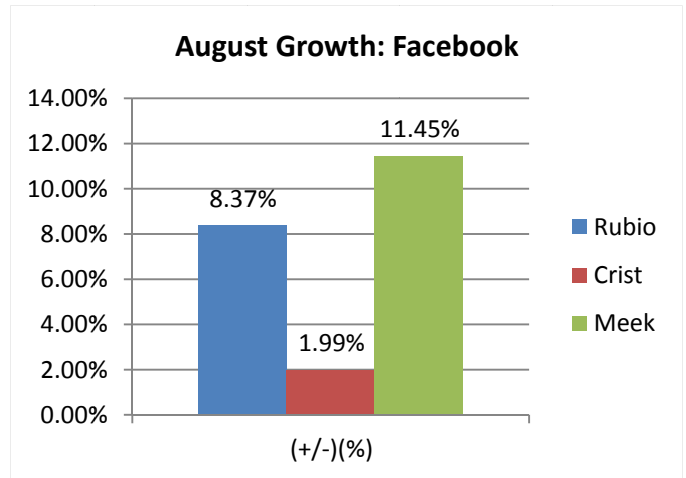
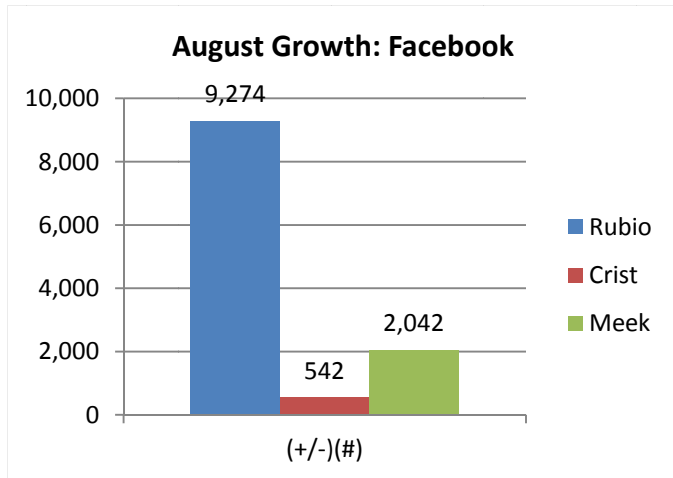
From: Michael Beach  
Dawn Dettling

RE: Rubio for Senate: August Review (09/07/2010)

**HEAD-TO-HEAD COMPARISON**

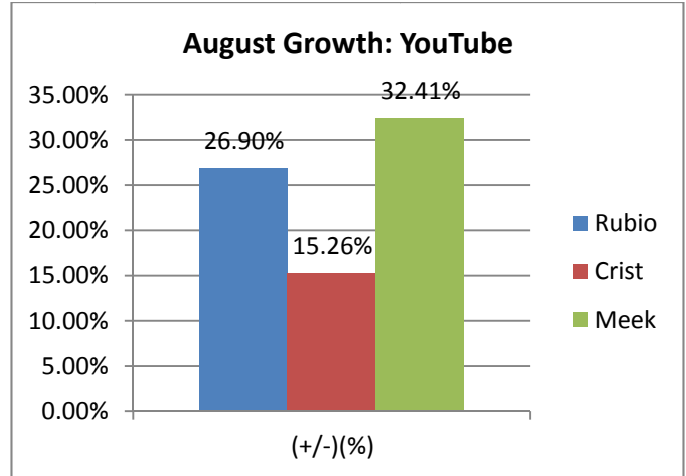
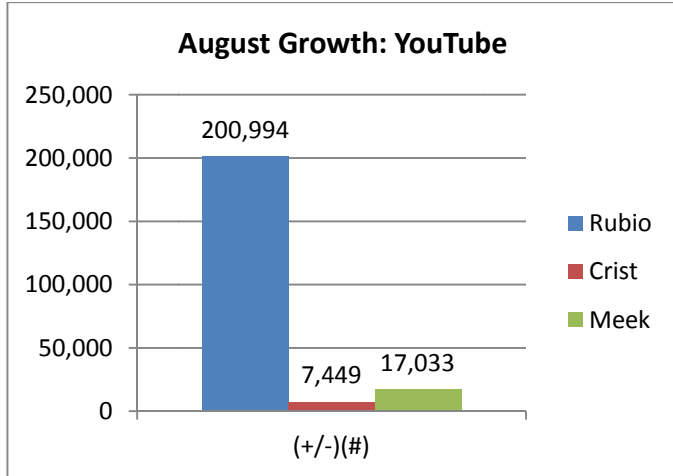
Facebook

Marco's Facebook page grew by more fans than all of his opponents during August. Marco compared to: Crist (**9,274 to 542**) and Meek (**9,274 to 2,042**). Marco accounted for **78.21%** of all growth on Facebook for FL Senate candidates.



YouTube

Marco had more YouTube video views than his opponents during August. Marco compared to: Crist (**200,994** to **7,449**) and Meek (**200,994** to **17,033**). Marco accounted for **89.14%** of all YouTube views on YouTube for FL Senate candidates.



Twitter

Marco added more Twitter followers than his opponents in August. Marco compared to: Crist (**1,574** to **396**) and Meek (**1,574** to **579**). Marco accounted for **61.75%** of all growth on Twitter for FL Senate candidates.

