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National Survey Ranks Atlanta as Fifth Most Caffeinated City, Second for Chocolate Consumption

Norwalk, Conn., Nov. 6, 2007 – The first annual **HealthSaver Caffeinated Cities Survey**, commissioned by HealthSaver, a national emerging health care discount service, found that Atlanta is the fifth most caffeinated city in the country, compared to 19 other major American cities. Chicago ranked No.1 as the most caffeinated city, while San Francisco/Oakland was the least caffeinated.

In addition, Atlanta respondents were the second most likely to report consuming chocolate or sweets containing chocolate (increasing their caffeine intake) behind only Chicago. Also, Atlanta residents ranked as the fourth most likely to consume caffeinated soft drinks daily and fifth most likely to drink caffeinated tea.

The **HealthSaver 2007 Caffeinated Cities Survey**, released today, was conducted to determine the caffeine consumption habits and attitudes of consumers across the U.S., and to learn more about cultural views and health benefits of this morning pick-me-up, afternoon alert booster and late-night indulgence. The survey considered numerous caffeine sources, including coffee, tea, sodas, energy drinks, chocolate, pain relievers and caffeine pills.

Considering caffeinated coffee consumption alone, it was no surprise that Seattle/Tacoma ranked No. 1 nationwide.

“Drinks and foods with caffeine have become an iconic touchstone of pop culture,” said Peggy Fleming, Olympic gold medalist and HealthSaver spokesperson. “With the advent of rich, high-end coffees, soaring popularity of energy drinks and national fascination with green tea, our HealthSaver Caffeinated Cities Survey has brewed up some very interesting trends, findings and results.”

The health benefits of caffeine are plentiful and well-documented in numerous studies in recent years. Coffee and tea, in particular, have emerged as good health food sources that can lower the risk of diabetes, heart disease, Parkinson’s disease, colon cancer and cirrhosis of the liver, as well as lift your mood, treat headaches and even lower risk of cavities. Caffeine also enhances athleticism, endurance and performance, according to health care experts.

Here’s the buzz on the most and least wired cities:

Most Caffeinated Cities:

1. Chicago
2. Tampa
3. Miami
4. Phoenix
5. Atlanta

Least Caffeinated Cities:

1. San Francisco/Oakland
2. Philadelphia
3. New York
4. Detroit
5. Baltimore

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Other cities surveyed include Houston, Boston, St. Louis, Seattle, Los Angeles, Riverside, Calif., Washington, D.C., San Diego, Minneapolis/St. Paul and Dallas/Ft Worth.

“This survey is an eye-opening study into the daily habits of thousands of Americans, and provides keen insight into consumption of many of our favorite products,” said Brad Eggleston, vice president of HealthSaver. “This groundbreaking research is an important tool to help educate about the health benefits of moderate caffeine consumption in the United States.”

Seattle ranked No. 1 in coffee consumption, with 58 percent of residents surveyed saying this elixir of alertness would be the most difficult caffeine product to give up.

One-half of all respondents nationwide said they drink caffeinated coffee every day, while caffeinated cola was next with a 21 percent daily consumption rate. Sweets containing chocolate and caffeinated teas are also very popular, the survey found.

Some survey findings:

Most Coffee Consumption

Regular coffee & specialty coffee drinks

1. Seattle/Tacoma
2. Boston
3. Houston
4. Chicago
5. Miami

Least Coffee Consumption

1. Dallas/Ft. Worth
2. New York
3. St. Louis
4. Atlanta
5. Philadelphia

Most Cola Consumption

Regular Coke, regular Pepsi, Mountain Dew

1. Chicago
2. Dallas/Ft. Worth
3. St. Louis
4. Atlanta
5. Tampa

Least Cola Consumption

1. Philadelphia
2. New York
3. Miami
4. Seattle/Tacoma
5. San Francisco/Oakland

Most Tea Consumption

Green tea, iced tea, black tea

1. Miami
2. Tampa
3. Washington, D.C.
4. Philadelphia
5. Atlanta

Least Tea Consumption

1. Minneapolis/St. Paul
2. Detroit
3. San Francisco/Oakland
4. Seattle/Tacoma
5. Boston

Most Chocolate Consumption

Candy, ice cream, cake, cookies

1. Chicago
2. Atlanta
3. Minneapolis/St. Paul
4. Phoenix
5. St. Louis

Least Chocolate Consumption

1. Los Angeles
2. Riverside/San Bernardino
3. Houston
4. Miami
5. Dallas/Ft. Worth

Most Energy Drink Consumption

Red Bull, etc.

1. Riverside/San Bernardino
2. Los Angeles
3. Chicago

Least Energy Drink Consumption

1. Philadelphia
2. San Francisco/Oakland
3. Houston

(MORE)

4. Miami
5. New York

Cities Most Likely To Say Caffeine Is Good For You

1. Seattle/Tacoma
2. Chicago
3. Miami
4. San Diego
5. Boston

Cities Most Addicted To Caffeine

1. Boston
2. Minneapolis
3. San Diego
4. Chicago
5. Atlanta

4. Dallas/Ft. Worth
5. Boston

Cities Most Likely To Say Caffeine Is Bad For You

1. Los Angeles
2. Riverside/San Bernardino
3. San Francisco/Oakland
4. New York
5. Atlanta

Cities Least Addicted To Caffeine

1. New York
2. Philadelphia
3. Miami
4. Houston
5. Tampa

Consumers tipped their coffee cups on a variety of caffeine-related trends:

- Nearly one-half of all respondents (44 percent) said **coffee** would be **the hardest to give up**.
- **Men** are slightly **more likely** than women (47 percent vs. 42 percent) to say coffee would be the hardest to give up.
- Overall **71 percent** of all respondents said they are **not addicted** to caffeine.
- Among age groups, the older the group, the more likely they are to say coffee would be the most difficult caffeinated product to give up.

Other key findings of the study:

- **Women** are **more likely** than men to say they **are addicted to caffeine** (31 percent of women vs. 26 percent of men).
- A majority (60 percent) said they consume about the same amount of caffeine as they did a year ago.
- The **younger** the age group, the more likely they are to say they consume **more** caffeine than a year ago.
- Among respondents **consuming less caffeine**, 39 percent said it is because they are seeking to **improve their health**; and one-fourth (25 percent) of those consuming less caffeine are doing so because of a change of **diet**/currently on a **diet plan**.
- **Most** who said they consume **more** caffeine than a year ago said they do so because their everyday routine is **more** demanding. Another 15 percent said it was because they have more access to caffeine, and six percent said they consume more because of fatigue due to sleep problems.
- **Over** one-half of respondents said they are **way over their ideal weight** (9 percent) or **over their ideal weight** (54 percent). **Less than** one percent said they were **way under their ideal weight**.

HealthSaver, an emerging health care discount program, offers savings on prescriptions, vision care, complementary and alternative health care treatments, vitamins and supplements by

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mail and more than 1,500 fitness clubs nationwide, including select Bally Total Fitness, World Gym and Ladies Workout Express locations.

About Peggy Fleming

Peggy Fleming, a spokesperson for HealthSaver, is one of America's most successful athletes. As the 1968 Olympic figure skating champion, she launched a career that has helped promote healthy living, breast cancer awareness and osteoporosis prevention. Fleming has been happily married for 37 years to Dr. Greg Jenkins, with whom she has two sons. They are also the proud grandparents of three grandsons.

Survey Methodology

Prince Market Research, an independent marketing research company, was commissioned to conduct a nationally representative telephone study with consumers in 20 major metropolitan areas in the U.S. to learn more about their use of caffeine in everyday beverages and food. All telephone calls were conducted between Aug. 1 and Sept. 18, 2007, during which period, a total of 2,035 interviews, lasting an average of five minutes, were completed. No incentive was offered and the sponsor of the research was not revealed. The margin of error is +/- 2 percent.

About HealthSaver

HealthSaver offers discounts of 20 percent on vision care, as well as discounts of 10 to 50 percent on prescriptions at participating pharmacies, 20 percent off complementary and alternative health care treatments and fitness club benefits. HealthSaver also offers discounts of 10 to 35 percent on dental care services at some 42,000 participating provider locations nationwide, including routine cleanings, X-rays, fillings, orthodontics, and even popular cosmetic dentistry procedures such as teeth whitening. Members can also save from 5 to 50 percent off vitamins and supplements by mail. Discounts are based upon reasonable and customary costs or manufacturers suggested retail price (MSRP) and are only available from participating providers. HealthSaver is not an insurance product or service. More information about HealthSaver is available online at www.healthsaver.com or toll free by calling 1-800-7HEALTH (1-800-743-2584). HealthSaver is offered by Affinion Group, a leader in the membership, insurance and loyalty marketing businesses, providing products and services that touch the lives of millions of Americans.

About Affinion Group

As a global leader with nearly 35 years of experience, Affinion Group (www.affinion.com) enhances the value of its partners' customer relationships by developing and marketing valuable loyalty, membership, checking account, insurance and other compelling products and services. Leveraging its expertise in product development and targeted marketing, Affinion helps generate significant incremental revenue for more than 5,200 affinity partners worldwide, including many of the largest and most respected companies in financial services, retail, travel, and Internet commerce. Based in Norwalk, Conn., the company has approximately 3,000 employees throughout the United States and in 14 countries across Europe.