



Moms' Top100 Most Loved Brands 2010

| Brand | 2010 Momfinity Score | 2010 Rank | 2009 Rank |
|-------------------------|----------------------|-----------|-----------|
| Crayola | 900 | 1 | 1 |
| M&M'S | 894 | 2 | 3 |
| Disney | 888 | 3 | 2 |
| Wii | 877 | 4 | 4 |
| Subway | 873 | 5 | 9 |
| Scholastic | 872 | 6 | - |
| Doritos | 870 | 7 | 17 |
| Goldfish | 869 | 8 | 8 |
| Disney Channel | 867 | 9 | 7 |
| Popsicle | 861 | 10 | 18 |
| Reese's | 860 | 11 | 5 |
| Oreo | 860 | 12 | 6 |
| JELL-O | 854 | 13 | - |
| Minute Maid | 854 | 14 | 16 |
| Campbell's | 853 | 15 | 24 |
| Kraft Macaroni & Cheese | 850 | 16 | 20 |
| Walmart | 848 | 17 | 36 |
| Twix | 847 | 18 | 14 |
| Target | 844 | 19 | 30 |
| Google | 843 | 20 | 19 |
| Drumstick | 843 | 21 | 13 |
| Discovery Channel | 842 | 22 | 28 |
| Chips Ahoy! | 839 | 23 | 21 |
| ABC Family | 838 | 24 | 63 |
| Disney.com | 835 | 25 | - |
| Starburst | 833 | 26 | 38 |
| Nickelodeon | 829 | 27 | 22 |
| Animal Planet | 827 | 28 | 27 |
| Capri Sun | 827 | 29 | 29 |
| Cheetos | 825 | 30 | 12 |
| Toys R Us | 824 | 31 | 48 |
| Lego | 822 | 32 | 32 |
| Nintendo DS | 820 | 33 | 11 |
| Eggo | 819 | 34 | 23 |
| Pringles | 819 | 35 | 15 |
| Tropicana | 819 | 36 | 10 |
| Monopoly | 818 | 37 | 31 |
| Quaker | 817 | 38 | 37 |
| Nick.com | 815 | 39 | 33 |
| Honey Nut Cheerios | 815 | 40 | 35 |
| Fruit Roll-Ups | 812 | 41 | 68 |
| Nike | 812 | 42 | 34 |
| Old Navy | 811 | 43 | 85 |
| Skittles | 811 | 44 | 45 |
| Mario | 811 | 45 | 53 |
| Tyson | 809 | 46 | 41 |
| Teddy Grahams | 806 | 47 | 43 |
| Olive Garden | 806 | 48 | 42 |
| Coca-Cola | 805 | 49 | 60 |
| Kool-Aid | 804 | 50 | 52 |

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|--------------------------|----------------------|-----------|-----------|
| Alvin and the Chipmunks | 803 | 51 | - |
| Levi's | 801 | 52 | 46 |
| Snickers | 799 | 53 | 40 |
| SunChips | 799 | 54 | - |
| Skechers | 798 | 55 | 61 |
| iPod | 797 | 56 | 50 |
| GameStop | 797 | 57 | - |
| Frosted Flakes | 797 | 58 | 47 |
| iPod Touch | 796 | 59 | - |
| PopTarts | 796 | 60 | 44 |
| McDonald's | 796 | 61 | 54 |
| Froot Loops | 795 | 62 | 69 |
| Pizza Hut | 794 | 63 | 25 |
| Scooby-Doo! | 793 | 64 | - |
| Quaker Chewy | 793 | 65 | - |
| Kohl's | 792 | 66 | 75 |
| Lunchables | 791 | 67 | 58 |
| Sprite | 790 | 68 | 57 |
| Food Network | 790 | 69 | 74 |
| Wonka | 790 | 70 | 80 |
| Wendy's | 789 | 71 | 51 |
| Girl Scouts of the USA | 789 | 72 | 94 |
| PlayStation | 788 | 73 | 49 |
| Pepsi | 786 | 74 | 79 |
| KFC | 786 | 75 | 84 |
| Best Buy | 783 | 76 | - |
| Totino's | 782 | 77 | 92 |
| Cartoon Network | 782 | 78 | 62 |
| Apple | 782 | 79 | 81 |
| Go-Gurt | 781 | 80 | 93 |
| JCPenney | 779 | 81 | 110 |
| Easy Mac | 775 | 82 | 72 |
| Chef Boyardee | 775 | 83 | 106 |
| The Game of Life | 775 | 84 | 59 |
| iTunes | 775 | 85 | 77 |
| SweeTarts | 772 | 86 | 96 |
| Sunkist | 771 | 87 | 66 |
| Nerf | 770 | 88 | 73 |
| Fox | 769 | 89 | 71 |
| CartoonNetwork.com | 768 | 90 | - |
| Cinnamon Toast Crunch | 767 | 91 | 78 |
| Taco Bell | 767 | 92 | 70 |
| National Geographic Kids | 767 | 93 | 83 |
| Adidas | 766 | 94 | 97 |
| Bubblicious | 765 | 95 | 103 |
| Gap | 764 | 96 | 105 |
| Hot Pockets | 762 | 97 | 86 |
| Chick-fil-A | 762 | 98 | 116 |
| SunnyD | 761 | 99 | 111 |
| Toaster Strudel | 761 | 100 | 113 |

For more information on Young Love™, the brands included, kids' perspectives or Smarty Pants®, contact Meredith Franck at mfranck@asksmartypants.com or 347-599-0159.



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