

GORDON BROWN – MOST POPULAR BRIT?

Submitted by: 10 Yetis PR and Marketing

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The world's biggest people search engine has unveiled its list of top celebrities that Brits were searching for in 2008 and Gordon Brown came out on top.

Millions of searches from the world's biggest people search engine have been compiled to find the UK's most sought after person, based on the amount of searches, and Politicians come out on Top with Gordon Brown and Barack Obama gaining the Top Two spots.

yasni has released the Top British searches of 2008 and not only is Gordon Brown the most searched for Politician, but he is the Number One overall search, beating Daniel Craig, Lewis Hamilton, Barack Obama and George Clooney.

Rounding up the overall Top 5 searches on yasni.co.uk are:

- 1) Gordon Brown
- 2) Barack Obama
- 3) Lewis Hamilton
- 4) Daniel Craig
- 5) George Clooney

When broken down into categories, Daniel Craig, renowned for his topless walks along the beach and his shaken-not-stirred fame, was ranked the public's favourite celebrity with George Clooney following closely behind.

A breakdown of the most searched for Celebrity is as follows:

- 1) Daniel Craig
- 2) George Clooney
- 3) Cheryl Cole
- 4) Keeley Hazell
- 5) Steve Coogan

Gordon Brown seems to have won the British vote in the category of Politicians, but surprisingly Brits are just as interested in the American Presidential election with both Barack Obama and Sarah Palin reaching the Top 5:

- 1) Gordon Brown
- 2) Barack Obama
- 3) Nicola Sturgeon
- 4) David Cameron
- 5) Sarah Palin

Lewis Hamilton races into pole position for the Sports category, beating Olympic winners Chris Hoy and

Rebecca Adlington. Frank Lampard brought out the UK's compassionate side in 2008 after the death of his mother; becoming the third most popular Sports person.

The Top 5 most searched for Sports people:

- 1) Lewis Hamilton
- 2) Chris Hoy
- 3) Frank Lampard
- 4) Cristiano Ronaldo
- 5) Rebecca Adlington

Steffen Ruehl, CEO and Co-founder of yasni said;

"This information shows what people are interested in and surprisingly it seems that Gordon Brown is at the fore-front of the British public's thoughts.

"We should question the motive of these searches; fans are probably searching for pictures of George Clooney and Daniel Craig but perhaps Brits are trying to dig-for-dirt on Gordon Brown rather than find pictures of him in his swimwear!"

Other results from www.yasni.co.uk found that the most popular business person is Steve Ballmer, with John Varley following closely behind.

ENDS

Images and logo available on request

Further information about yasni.co.uk:

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Note to Editors

About yasni.co.uk:

yasni is the world's most popular people search engine with almost 24 million page views each month and approximately 8 million visitors in five countries.

People search , which accounts for nearly one-third of all search queries on the Internet, is one of the largest online markets as more and more people turn to the Web to find information about old friends,

co-workers, business partners, job applicants, neighbours, prospective mates and much more.

In just a few seconds, yasni provides a comprehensive overview of people and their associated networks, including contacts, pictures and other publicly available information.

yasni is also the ultimate resource to control one's online reputation and manage what information is available about them on the Web.

QUIZ QUESTION!

You all know how this works by now. Answer my extremely difficult quiz question; send your answers to emma@10yetis.co.uk and whoever gets to me the quickest wins a very yummy prize!

Q: What is Rebecca Adlington famous for?