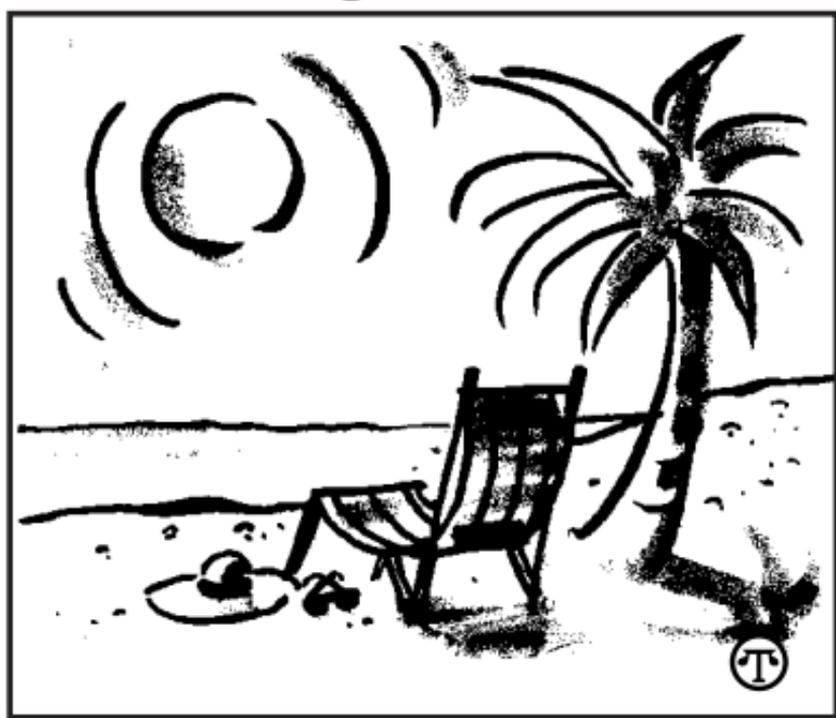


NEWSWORTHY TRENDS

Newsworthy Trends

The Cost Of Cool

(NAPSA)—It doesn't have to cost the shirt off your back to be stylish. That's the finding of a recent survey that asked adults what they thought the in-crowd would be doing this summer.



A recent survey found stylish consumers plan to put the freeze on the cost of being “cool.”

The study had people in their 20's choose products and activities in six different categories that would help make this a summer to remember.

“Ultimate summer fun” for the in-crowd will cost about \$2,091—down nearly \$3,000 from last summer's sweltering \$5,026.

Called the 2002 Heineken “IN-Dex,” the survey is similar to a consumer price index (CPI). It is a summer-focused barometer designed to track the cost of being “in” this year.

The survey found many people will cut travel costs. A number of young Americans plan to stay close to home this summer—rather than reveling in expensive vacations. Yet designer sunglasses and digital cameras will still be musts.

For more information, visit www.heineken.com.