



SERVING

San Fernando Valley, Conejo Valley, Simi Valley, Moorpark, Antelope Valley, Santa Clarita, Glendale, Burbank

Daily News

WEATHER



Late showers
Highs: 60-65
Lows: 41-47
Air quality:
Good

For details, see back of Viewpoint

Online: dailynews.com

DECEMBER 14, 2003

ONE DOLLAR
DESIGNATED AREAS 100HET

CELEBS WHO SELL

What star makes your wallet fly open? And who makes it slam shut? Inquiring marketing minds want to know. So Jericho Communications asked 2,654 shoppers (as evidenced by the fact that they carried shopping bags) at seven malls across the U.S., including Westside Pavilion in L.A. The results are surprising and surprisingly funny. Picture **Jennifer Lopez's** look of horror at seeing her on-again/off-again fiance **Ben Affleck** in a dead heat with Paris Hilton.



Top Five Stars People Would Most Likely Buy Products Endorsed By

1. Carson Kressley (from "Queer Eye for the Straight Guy")
2. Arnold Schwarzenegger
3. Kobe Bryant
4. Ashton Kutcher
5. Paris Hilton and Ben Affleck (tie)

Top Five Stars People Would Least Likely Buy Products Endorsed By

1. Trista Rehn (The now-married "Bachelorette")
2. Donald Trump
3. George Steinbrenner
4. Ryan Seacrest
5. Rosie O'Donnell

