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The Celebrity 100

#65 Lance Armstrong

Derek Jeter

Kristen Stewart

Power Rank	65 →
Pay	\$20.0 mil
Category	Athletes
Pay Rank	76
Web Rank	62
Press Rank	7
TV/Radio Rank	33
Social Rank	12



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Armstrong returned to competitive cycling last year after a three-and-a-half-year hiatus. He finished third in the 2009 Tour de France, an event he has won a record seven times. Nike has sold more than 70 million of its ubiquitous yellow LiveStrong bracelets, inspired by Armstrong, to fund cancer research. Armstrong's image has been all over the web in support of FRS energy drinks, which launched a \$30 million ad campaign last year. Armstrong also sits on the board and has an equity stake in FRS.

Derek Jeter

Kristen Stewart

The Celebrity 100

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Photo: Jasper Juinen/Getty Images
 Earnings estimates are for June 1, 2009 to June 1, 2010. Includes dollars earned solely from entertainment income. Management, agent and attorney fees have not been deducted. Figures rounded off where appropriate. Sources include Billboard, Pollstar, Adams Media Research, The Nielsen Company and SNL Kagan. Rankings are generated by combining earnings with other metrics: Web hits on Google Blog Search, TV/radio mentions on LexisNexis, overall press mentions on Factiva and the number of times a celebrity's image appeared on the cover of 25 consumer magazines. Social rank is calculated using such metrics as Facebook friends and fans as well as Twitter followers.

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