

**DR. A. K. PRADEEP, NEUROFOCUS CEO, NAMED GRAND WINNER OF  
THE ADVERTISING RESEARCH FOUNDATION'S "GREAT MIND"  
INNOVATION AWARD**

For Immediate Release

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BERKELEY, Calif. – April 2, 2009 – The Advertising Research Foundation (ARF) has named Dr. A. K. Pradeep the Grand Winner of its “Great Mind” Innovation award for 2009.

Dr. Pradeep, who is Chief Executive Officer of NeuroFocus, the world’s leading neuromarketing firm, was singled out to receive the Foundation’s top innovation prize for being an “individual who brings excellence to advertising research in the category of research innovation.”

NeuroFocus was also named one of the winners of both a Grand Ogilvy and a Gold Ogilvy award in ARF’s annual competition for excellence in advertising research, for its work with Frito-Lay on its Cheetos brand, titled “The Orange Underground”. The Cheetos advertising, for which NeuroFocus conducted its signature neurological testing, was recognized for “demonstrating the most successful use of research in the creation of superior advertising that achieves a critical business objective.”

“NeuroFocus was founded on two principles: adhering to the highest scientific standards, and striving for best-in-class performance in the research we perform for clients,” Dr. Pradeep said upon receiving the Grand Winner prize. “This recognition by the advertising industry’s leading research organization is a very welcome and wonderful acknowledgement that we are achieving those objectives, and I accept this award in that spirit and on behalf of all the clients we are privileged to work with around the world.”

About NeuroFocus

[NeuroFocus Inc.](#) is the leader in bringing neuroscience knowledge and expertise to the worlds of advertising, marketing, product development and packaging, and entertainment. The company leverages Doctorate-level academic credentials in neuroscience and marketing from Berkeley, MIT, Harvard, and the Hebrew University combined with C-suite level business management and consulting experience.

NeuroFocus clients include Fortune 100 companies across dozens of categories, including automotive, consumer packaged goods, food and beverage, financial services, Internet, retail, and many more sectors. Entertainment category clients include major companies in the broadcast and cable television and motion picture industries. The Nielsen Company is a strategic investor in NeuroFocus.

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