

NEUROFOCUS ADDS CHIEF INNOVATION OFFICER AS GROWTH DRIVES DOMESTIC AND INTERNATIONAL EXPANSION

Dr. Stephen Genco, Chief Executive Officer of Lucid Systems, Moves To New Role at World's Leading Neuromarketing Company

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BERKELEY, Calif.—December 3, 2009—NeuroFocus, the world's leading neuromarketing company, announced today that Dr. Stephen Genco has joined the firm as Chief Innovation Officer, a new position at the company. Dr. Genco has served as Chief Executive Officer of Lucid Systems, a San Francisco-based neuromarketing firm.

"I am pleased to welcome Dr. Genco, who will be reporting directly to me in this new role," said Dr. A. K. Pradeep, founder and Chief Executive Officer of NeuroFocus. "The breadth and depth of NeuroFocus offerings and our accelerating momentum both domestically and internationally calls for bringing someone with his proven talents on board to lead our innovation team. His combination of business and consulting experience along with neuromarketing knowledge is an excellent fit for our company as we continue to open offices and NeuroLabs in the U.S. and across Europe, Asia, Latin America, and the Middle East."

Prior to launching Lucid Systems, Dr. Genco held senior management and consulting positions at KMPG, The Concours Group, Stanford University, and other leading organizations. His 25-year career has also included key roles at four Silicon Valley startup companies, where he led management and product strategy groups. He earned his Ph.D. from Stanford University, and has extensive experience in research methodologies and statistical design.

"The opportunities at NeuroFocus to deliver new breakthroughs in neuromarketing

technologies and methodologies for clients made this choice both logical and very attractive," Dr. Genco said. "As the market leader, the company has the scientific, technological, and marketing expertise to fuel innovation and build on its leadership position. Accelerated innovation will bring new benefits for the domestic and international companies we work with now and in the future."

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About NeuroFocus

NeuroFocus (www.neurofocus.com) brings advanced neuroscience knowledge and expertise to the worlds of branding, product development and packaging, advertising, in-store marketing, and entertainment. NeuroFocus clients include Fortune 100 companies across dozens of categories, including automotive, consumer packaged goods, food and beverage, financial services, Internet, pharmaceutical, retail, and many more sectors. Entertainment category clients include major companies in the broadcast and cable television and motion picture industries.

The company leverages Doctorate-level academic credentials in neuroscience and marketing from the University of California at Berkeley, MIT, Harvard, Oxford, and other leading institutions, combined with executive business management and consulting experience. The Nielsen Company is a strategic investor in NeuroFocus.