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## NeuroFocus Names Dr. Steven Miller to Head Global Neurological Laboratory Operations

BERKELEY, CA, Sept 18, 2009 /PRNewswire NeuroFocus, the world's leading neuromarketing company, announced that it has named Dr. Steven L. Miller to lead its neurological testing laboratory facilities. Headquartered in Berkeley, the company operates its main lab there, with additional lab facilities and offices in Cincinnati, Dallas, Israel, Las Vegas, London, Los Angeles, New York, and Asia.

Prior to joining NeuroFocus, where he is responsible for overseeing the staff and study methodologies that NeuroFocus applies to client research projects, Dr. Miller was a co-founder and Chief Scientist for the Scientific Learning Corporation. Previously he served on the research faculty at the Center for Molecular and Behavioral Neuroscience at Rutgers University.

NeuroFocus ([www.neurofocus.com](http://www.neurofocus.com)) combines world-class neuroscience with deep marketing and market research expertise to provide clients with the most accurate, reliable, and actionable research results. Through the application of 64 high-resolution EEG (electroencephalographic) sensors in high-density arrays, the company's full-brain measurements capture consumers' actual brainwave activity at 2,000 times a

second. Patented technologies and proprietary techniques are used to derive NeuroMetrics for attention, emotional engagement, and memory retention. Additional Marketplace Performance metrics are derived for purchase intent, novelty, and awareness.

A neuropsychologist with expertise in the assessment and treatment of problems in attention, language, or reading development, Dr. Miller has extensive experience using a variety of behavioral and brain-imaging methodologies (e.g., EEG, MEG, and fMRI). His most recent research included the organization and management of several multi-site research projects both in the US and internationally. His work has resulted in more than 100 publications, book chapters, US patents, and research awards.

He earned a Bachelor's degree in psychology from Bloomsburg University, a Master's degree in neuroscience from the University of Hartford, and a Ph.D. in psychology from the University of North Carolina, Greensboro. He received additional training in neuropsychology at the Bowman Gray School of Medicine, Wake Forest University.

### 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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