

NEUROFOCUS NAMES TWO LEADERS IN NEUROSCIENCE AND GLOBAL MARKETING TO ADVISORY BOARD

BERKELEY, Calif. – March 2, 2010 - NeuroFocus, the world's leading neuromarketing company, announced that it has named two leaders in the neuroscience and global business fields to its Advisory Board. The Board is comprised of globally recognized experts in neuroscience and business and provides NeuroFocus and its clients, many of whom are Fortune 100 companies, with top-tier consultative resources.

Barry Herstein

Barry Herstein is the general manager North America and chief marketing officer for PayPal, where he is responsible both for PayPal's North America business and for PayPal's global brand and marketing strategy. PayPal has more than 81 million active accounts in 190 markets around the world.

Before joining PayPal, Herstein was the chief marketing officer for American Express International's consumer business. In that role, he led development and implementation of integrated consumer marketing strategies designed to grow American Express' consumer payments business outside of the United States.

Prior to joining American Express, Herstein was the chief marketing officer at the Financial Times (FT) Group, where he oversaw marketing initiatives for all FT businesses: publishing, Internet, and business information. Previous to the FT, Herstein was managing director of consumer marketing for Citibank's international consumer business. He began his career at Avon Products Inc., where he achieved the level of group vice president of marketing for the U.S. business.

Herstein received a bachelor's degree in finance and marketing from Boston University School of Management and a master's in business administration from the London Business School. He is a member of the London Business School international alumni board and a director emeritus of the Jose Limon Dance Foundation.

Dr. Adam Gazzaley

Dr. Gazzaley is director of the Neuroscience Imaging Center at the University of California, San Francisco, a faculty member in the Neurology, Physiology and Psychiatry departments, and principal investigator of a neuroscience laboratory that conducts research on the neural mechanisms of attention and

memory. A major focus of his research has been to expand our understanding of the alterations in the aging brain that lead to cognitive decline. His most recent studies explore how we can improve attention and memory abilities in older adults.

He has authored over 40 scientific articles and his research has been profiled in major media outlets such as the *Wall Street Journal*, *TIME magazine*, *Discover*, *PBS*, *NPR*, *NBC Nightly News*, and *The Today Show*. Awards and honors he has received for his research include the Pfizer/AFAR Innovations in Aging Award and the Ellison Foundation New Scholar Award in Aging. Dr. Gazzaley obtained an M.D. and a Ph.D. degree in Neuroscience at the Mount Sinai School of Medicine in New York.

Dr. Gazzaley and Barry Herstein join other members of NeuroFocus' Advisory Board, which include senior business executives from companies including Citi and neuroscience and marketing experts at the world's leading universities such as Harvard, Oxford, the University of California at Berkeley, and MIT, among others.

About NeuroFocus

NeuroFocus (www.neurofocus.com) brings advanced neuroscience knowledge and expertise to the international worlds of branding, product development and packaging, in-store marketing, advertising, and entertainment. NeuroFocus clients include Fortune 100 companies across numerous 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.

Headquartered in Berkeley, California, NeuroFocus has facilities in Europe, Asia, Latin America, and the Middle East. The Nielsen Company is a strategic investor in NeuroFocus.

Contact:

Tom Robbins

tom.robbins@neurofocus.com

T: 510.526.9882

M: 510.367.1920

For NeuroFocus Europe:

Melinda Chan Butts

melinda@i-linkpr.com

+44 (0) 7949010777 (UK)

+39 3489980957 (ITALY)

Daniel de Filippis

daniel@i-linkpr.com

+44 (0) 7766866483 (UK)

+39 3337059563 (ITALY)