

## **NeuroFocus Announces NeuroStandards™; Market Research Industry's Sole Set of Principles for Conducting Scientifically-Sound, Full Brain-based EEG Studies**

Criteria Designed to Offer Six Sigma and Total Quality Management Level Practices for Companies Seeking Scientifically Precise Neuromarketing Results

For Immediate Release

NEW YORK, NY – September 29, 2010 – NeuroFocus, the world's largest neuromarketing company, today announced NeuroStandards™, the first and only set of scientifically-sound principles for conducting EEG-based, full-brain measurements intended for application to market research studies.

NeuroFocus outlined three core NeuroStandards™ segments:

- Standards for study design; protocols; and the establishment of statistical sampling processes and sample sizes
- Standards for laboratory operations, including specialized design and construction techniques and materials, staffing and training, data collection and management, and lab processes and procedures
- Safeguards for maintaining strict protections for consumers, their rights, and their data

NeuroFocus explained that these NeuroStandards™ are based on universally-accepted pillars in the academic, scientific, and business communities: standards established by institutional review boards in the medical/neuroscience fields, and Six Sigma and Total Quality Management principles and practices. NeuroStandards™ are intended to provide senior business management responsible for market research projects and their application for brands, products, packaging, in-store marketing, and advertising with the highest possible quality criteria for designing and conducting neuromarketing studies.

NeuroFocus established and has applied these standards already for its NeuroLab operations worldwide. NeuroLabs are dedicated facilities that the company designs, constructs, staffs, and operates on behalf of major clients. NeuroFocus has NeuroLabs in the United States, Europe, the Asia/Pacific region, Latin America, and the Middle East.

In developing NeuroStandards™, the company called upon its Advisory Board, consisting of several of the world's most highly-renowned neuroscientists, including Nobel Prize and Humboldt Prize laureates, plus globally-acclaimed marketing experts, as well as senior client executives.

“The world's most successful companies who rely on EEG-based, full-brain neuromarketing measurements for superior market research results demand and deserve the highest-possible quality of neuroscience, and the most stringent and proven standards and practices for conducting neuromarketing studies,” said Dr. A. K. Pradeep, Chief Executive Officer of NeuroFocus. “There is no acceptable substitute, and as the industry leader, we believe that we have a special responsibility for establishing and adhering to strict, medical-grade standards. NeuroStandards™ represent the most reliable guidelines and practices, developed by applying the highest and most stringent criteria used in neuroscience laboratories worldwide, as well as

the business operational high-water marks that Six Sigma and Total Quality Management represent.”

Dr. Pradeep added that NeuroStandards™ will be made available to corporations wishing to embed them as part of their business practices, and have Six Sigma-like standards for their market research programs, product design processes, and research and development laboratories.

“There are reasons why a substantial cross-section of top leaders in the neuroscience field worldwide lend us their expertise as members of our Advisory Board, and the same reasons explain why many of the world’s leading companies have chosen NeuroFocus to be their neuromarketing partner,” Dr. Pradeep said. “Superior science and standards produce superior research results, and that is borne out by the success that NeuroFocus clients experience in the marketplace. Our responsibility to them and the market research community at large is to establish and maintain the highest possible criteria for everything we do, and that is why we have codified the industry’s sole set of NeuroStandards™.”

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