

## NEUROFOCUS CEO DR. A. K. PRADEEP EARNS INAUGURAL “PERSON OF THE YEAR” AWARD FROM USA INDIA BUSINESS SUMMIT

Leader of World’s Largest Neuromarketing Company Honored at Meeting of U.S. and India’s Business and Political Elite

ATLANTA, GA--May 11, 2010--The USA India Business Summit bestowed its first “Person of the Year” award on Dr. A. K. Pradeep at a glittering premiere gathering of the two countries’ business and political elite. Held in Atlanta, Georgia May 10-11, the Summit brought together leaders from both nations to discuss broad issues centering around the theme, “Growing Business and Promoting Entrepreneurship”.

Dr. Pradeep was singled out for the “Person of the Year Award” for his “impressive innovations and achievements in the field of neuromarketing,” said Ani Agnihotri, Program Chair for the Summit, citing these key factors in the award announcement.

Founded by Dr. Pradeep in 2005, NeuroFocus (<http://neurofocus.com>) has grown to become the world leader in the rapidly-expanding field of neuromarketing. The company brings the latest advances in neuroscientific knowledge to market research, employing high-density arrays of EEG sensors to capture brainwave activity across the full brain at 2,000 times a second per sensor. These measurements, made at the subconscious level of the mind, provide the most accurate, reliable, and actionable information about consumers’ responses to brands, products, packaging, in-store marketing, advertising, and entertainment content.

Combining that brainwave data with pixel-level eye-tracking results, NeuroFocus produces extremely precise NeuroMetrics for Attention, Emotional Engagement, and Memory Retention. In addition to an Overall Effectiveness score representing these three measurements, NeuroFocus also generates Market Performance Indicators derived from them, including Purchase Intent, Novelty, and Awareness.

The USA India Business Summit (<http://usaindiabusinesssummit.com>) was formed “to promote business and investment opportunities in technology, energy, agriculture, health care, infrastructure, manufacturing, supply chain, logistics, real estate, and other industries,” Agnihotri said.

Among the many business and government dignitaries attending the Summit were Her Excellency Ms. Meera Shankar, Ambassador of India to the United States; Georgia Governor Sonny Perdue; the Honorable Suresh Kumar, Assistant U.S. Secretary of Commerce and Director General of the U.S. Foreign Commercial Service; and Mr. Dinesh Pillai, CEO of Mahindra Special Services Group.

Headquartered in Berkeley, California, NeuroFocus operates NeuroLabs and offices in several U.S. cities including New York, Los Angeles, and Dallas, and abroad in the United Kingdom, Japan, Australia, South Korea, Colombia, and the Middle East. The company’s clients include many of the world’s largest corporations across dozens of categories, including Google, Microsoft, PayPal, and Citi.

“It is a distinct honor to be recognized with this inaugural award from the USA India Business Summit,” Pradeep said at the awards ceremony in Atlanta’s Cobb Galleria Centre. “As a devoted native son of India, and an American entrepreneur proudly leading a global company, I feel privileged to accept it on behalf of our two nations, and specially obligated to continue to uphold the high standards of excellence that Summit attendees represent.”

### **About NeuroFocus**

The world’s leading neuromarketing firm, NeuroFocus (<http://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.

Headquartered in the U.S. and operating globally through offices and NeuroLabs in the UK and Europe, the Asia/Pacific region, Latin America, and the Middle East, the company leverages Nobel Prize caliber and Doctorate-level credentials in neuroscience and marketing from the University of California at Berkeley, MIT, Harvard, Oxford, Columbia University, and other leading institutions, combined with executive business management and consulting experience. The Nielsen Company is a strategic investor in NeuroFocus.

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