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Neurofocus Appoints Stephen Kosslyn to Its Advisory Board

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BERKELEY, Calif., Sept. 17 /PRNewswire/ -- **NeuroFocus**, Inc., the world's leading company in the field of neurological testing for marketing research, announced that professor Stephen Kosslyn, Ph.D. has joined the firm's Advisory Board.

He is the John Lindsley Professor of Psychology and former Chair of the Department of Psychology at Harvard University. He has published over 300 scientific papers, and is one of the founding fathers of the field of cognitive neuroscience.

"We are privileged to have someone of Dr. Kosslyn's stature lending his presence to our Advisory Board," said Dr. A. K. Pradeep, Chief Executive Officer of **NeuroFocus**. "It underscores our foundation as the most strongly science-

based company in the neurological testing category, which in turn is the foundation for our clear leadership in that category."

Dr. Kosslyn's academic accomplishments have been recognized through awards bestowed by organizations including the American Psychological Association and the National Academy of Sciences, among many others. He was also granted a Guggenheim Fellowship and the Catell Award.

His achievements in research have focused primarily on the nature of visual perception, visual mental imagery, and visual communication. He has had several books published on these subjects, including "Image and Mind"; "Image and Brain"; "The Case for Mental Imagery"; "Graph Design for the Eye and Mind"; and "Clear and to the Point".

Dr. Kosslyn received his B.A. in psychology from UCLA, and his Ph.D. from Stanford University, also in psychology.

About NeuroFocus

NeuroFocus Inc. is the market leader in bringing neuroscience knowledge and expertise to the world 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 the consumer package goods, food and beverage, financial services, automotive, and retail sectors. Entertainment category clients include major companies in the broadcast and cable television and motion

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picture industries. The Nielsen Company is a strategic investor in **NeuroFocus**.

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