

SymphonyIRI Group and EmSense Form Strategic Relationship to Offer Marketers a Window into the Mind of Consumers

SymphonyIRI Integrates BehaviorScan® In-Market Testing Service with EmSense's Neuromeasurement Headsets to Quantify Consumers' Engagement and Emotional Response to New Product Launches and Advertising Campaigns

CHICAGO, June 3, 2010 – When consumers take a trip to the grocery store, why do they toss a particular brand of potato chips into their shopping cart? Why do they prefer one brand of soda over another? What is it about certain advertising campaigns that attract their attention? To help consumer packaged goods (CPG) retailers and manufacturers answer these questions, SymphonyIRI Group, Inc. announced today that it is integrating its BehaviorScan® service with the neuromeasurement headsets from EmSense, a leading-edge neuroscience company, to quantify shoppers' emotional and cognitive responses to new products and advertising campaigns.

“Today’s marketers need more information than consumer focus groups and surveys can provide,” says Mark Mallardi, senior vice president, Sales and Marketing, EmSense. “By combining BehaviorScan’s advertising, product, and in-store testing solutions with our headset, marketers can more accurately decipher consumers’ feelings, because we can measure emotional and physiological responses to new products, advertising, product packaging and other conditions as they actually shop and watch advertising as opposed to relying on consumers remembering or interpreting their feelings after the fact.”

The BehaviorScan in-market testing service allows companies to test their new products with their full marketing plan in small markets that are both affordable and highly controllable. SymphonyIRI’s four BehaviorScan markets are Eau Claire, Wis.; Grand Junction, Colo.; Pittsfield, Mass.; and Cedar Rapids, Iowa. Testing in these markets provides an accurate estimate of a new product’s potential, gauges the effectiveness of each marketing mix element in driving trial and repeat purchasing, and evaluates in-store marketing conditions.

The EmSense neuromeasurement headset will be used in the BehaviorScan test markets and will provide CPG marketers with another layer of valuable consumer and shopper insights. The headset, shaped like a thin, plastic headband, reads brain waves and monitors the breathing, heart rate, blinking, head movement and skin temperature of consumers to measure their emotional and cognitive responses to ads, new products, and in-store conditions. Developed by a group of technologists from Hewlett Packard’s research and development labs and MIT, the EmSense headset combines EEG technology that measures brain wave activity and biometric measures with proprietary algorithms through which the data is distilled into actionable insights.

“Today’s savvy shoppers are constantly changing, and we need to find new ways to not only reach them but also gauge their likes and dislikes,” says Robert I. Tomei, president, Consumer & Shopper Insights, SymphonyIRI Group. “Adding the EmSense headset to our BehaviorScan markets will give marketers innovative and new insights into consumer response to product launches and advertising campaigns. By combining the measurement of the emotional and physiological responses of consumers with the actual sales performance of new products,

advertising, and in-store conditions, we will provide our clients with a complete understanding of the effectiveness of their new products, marketing and sales campaigns.”

About EmSense

EmSense is a leading-edge neuroscience company that applies advances in EEG and other neurometrics to provide clients with deep and reliable understanding of consumers' emotional and cognitive engagement with marketing stimuli. The company's quantitative metrics deliver breakthrough insights that facilitate the creation and optimization of advertising, packaging, media content, online marketing, and both the live in-store and virtual store shopping experiences. EmSense works directly with marketers and also partners with a variety of leading established market research firms including Dynamic Logic, Fifth Dimension, GfK North America, Millward Brown, Perception Research Services, Red Dot Square, SymphonyIRI Group and TNS. EmSense provides expertise and advancements in emotion tracking, cognitive neuroscience, analytics, and market research through their proprietary EmBand and EmBand 24, the first ever wireless, scalable, non-gel, non-invasive EEG neuroscience technologies. The company is also the global leader in combining neurometrics with stationary and mobile eye tracking. EmSense Corporation is headquartered in San Francisco. To learn more about EmSense technology solutions and consulting services, visit <http://www.emsense.com>.

About SymphonyIRI Group, Inc.

SymphonyIRI Group, formerly named Information Resources, Inc. (“IRI”), is the global leader in innovative solutions and services for driving revenue and profit growth in CPG, retail and healthcare companies. SymphonyIRI offers two families of solutions: Core IRI solutions for market measurement and Symphony Advantage solutions for enabling new growth opportunities in marketing, sales, shopper marketing and category management. SymphonyIRI solutions uniquely combine content, analytics and technology to deliver maximum impact. SymphonyIRI helps companies create, plan and execute forward-looking, shopper-centric strategies across every level of the organization. For more information, visit <http://www.SymphonyIRI.com>.

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