

BUYOLOGY TRIPLES SALES TEAM TO DRIVE EXPONENTIAL GROWTH

MARK MALLARDI JOINS LEADERSHIP TEAM AS EVP, SALES & MARKETING

New York, NY-- February 14, 2012 – Buyology Inc, the global neuro-insight leader that rigorously measures the non-conscious drivers of consumer demand, announced that Mark Mallardi has joined as Executive Vice President, Sales & Marketing. Mallardi brings more than 28 years of sales leadership experience and will report to Founding Partner & CEO Gary Singer. His addition to the team follows the appointment of several new members to the sales group, tripling the size of the division.

“Mark joins Buyology during a time of rapid growth and demand for our proprietary web-based tools that help businesses quantify customers’ non-conscious relationship with their brands and help marketers jump start the productivity of their innovation,” said Singer. “Mark is a truly unique force in this industry, with a background in both neuro-insight and traditional market research for some of the biggest brands around the world, and he will help us rapidly escalate our sales and our impact.”

“I’m thrilled to join the exceptional team at Buyology, the only company that has created scalable tools to measure and analyze the deeper drivers of consumer decision-making,” said Mallardi. “Buyology has cracked the code on neuro-insight by focusing on client deliverables that are statistically rigorous and allow for valid comparisons across client’s most important segments.”

Mallardi most recently served as Senior Vice President, Sales & Marketing for EmSense, one of the pioneers in using neuroscientific technology to measure consumer reactions to advertising, packaging, concepts, and live retail environments. His previous research experience includes work for PepsiCo and Altria, as well as a decade working with leading consumer brands at Information Resources, Inc (IRI), where he served as Senior Vice President of Client Service and Western Regional Manager. Mallardi began his market research career with SPAR Group. He also brings deep expertise in the Media, Toy & Game, and Educational markets, having served as CMO for Scope Seven, Inc, VP Marketing for Educational Insights, and VP Marketing Communications for Classroom Connect.

ABOUT BUYOLOGY:

Buyology is a leading global neuro-insight firm that rigorously measures the 85% of human decision-making that drives customer preference. Utilizing advances in the medical, neurological and social sciences, Buyology has developed statistically validated, large-sample web-based tools to quantitatively measure and immediately leverage a deeper, understanding of customer responses to new products, other innovation, positioning, branding, advertising, digital content, packaging, and experiences.

Leveraging the unparalleled experience garnered at McKinsey, Interbrand, GlaxoSmithKline, and Yahoo!, **BUYOLOGY, INC.** launched in 2009 following the release of Martin Lindstrom’s *New York Times* bestseller, *“Buyology: The Truth and Lies About Why We Buy”* (Random House). Buyology has served global leaders in consumer products, financial services, media, pharmaceuticals and technology and is internationally recognized as a thought leader in driving marketing insight and effectiveness. Buyology publishes *America’s Most Desired Brands* annually and has been cited and covered in *The Wall Street Journal*, *The New York Times*, Huffington Post, *Fortune*, and *Fast Company* among others. In 2011, Buyology was featured as one of Forbes 100 Most Promising Companies in America and one of 16 companies “Poised to Take Off.”

For more information on Buyology, visit www.BuyologyInc.com.

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