

BUYOLOGY INC NAMED ONE OF FORBES MOST PROMISING COMPANIES IN AMERICA

Leading Neuro-insight firm also honored one of 16 Companies "Poised to Take Off"

November 30, 2011— Buyology Inc, a leading neuro-insight company, was named one of Forbes Most Promising Companies in America in their annual report released today. Buyology was also singled out in a separate feature on "16 Companies to Watch" who are "poised to take off."

Forbes' list of America's Most Promising Companies features 100 privately held up-and-comers with compelling business models, strong management teams, notable customers, strategic partners and precious investment capital.

"Sizing up younger, privately held companies is hard: Their fortunes can change very quickly and there's a dearth of public data," says Forbes Executive Editor Brett Nelson. "We took a more comprehensive approach to evaluate their health and potential."

"We're thrilled to have earned a coveted spot in Forbes Most Promising Companies in America report," said Gary Singer, CEO, Buyology Inc. "Providing deeper understanding through the rigorous measurement and management of non-conscious reactions has proven to be very attractive to many of the world's most prestigious and successful companies."

Added Buyology President Donna Sturgess, "Our work with both leading consumer and business-to-businesses has proven to have significant impact across categories including consumer package goods, food, fragrance, luxury goods, media and financial service. I believe Forbes' designation of Buyology Inc. as one of America's Most Promising Companies recognizes our impressive history of helping progressive companies significantly enhance the productivity of their innovation in new products, positionings, packaging and marketing communications."

To sharpen its search, Forbes teamed up with CB Insights, a Manhattan-based data firm that tracks investment in high-growth private companies. With \$650,000 in grants from the National Science Foundation, CB has developed complex software called Mosaic that mines myriad online sources (from press releases and social networks to job boards and court filings) to come up with one, algorithmically derived score that measures a private company's health. Forbes married Mosaic's data-crunching with old-fashioned reporting to assemble a list of rising stars with bright growth prospects. To view the complete the list, please visit www.forbes.com/ampc.

About Buyology Inc:

Buyology Inc, the world's leading strategic neuro-insight company, is in the business of measuring, improving, and actively managing sustainable relationships between brands and their customers. Buyology utilizes its global neuroscience database to develop rigorous tools that bridge science and business so as to provide a provocative and proprietary understanding of consumer decision-making. 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, media, pharmaceuticals and technology and is internationally recognized as a thought leader in driving purchaser insight, Buyology has been cited and covered in *The Wall Street Journal*, *Forbes*, *Fast Company*, *The New York Times*, *Time Magazine*, *Fortune*, among others.

Contact:

Melissa Hobley

mhobley@buyologyinc.com

917.423.1413