



Mindset Media.

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For Immediate Release

**MINDSET MEDIA ANNOUNCES THE APPOINTMENT OF
SAM GOSLING AS SCIENTIFIC ADVISOR**

NEW YORK, October 7, 2009 - Mindset Media (www.mindset-media.com), the market research and ad technology company that sets the standard in psychographic measurement and targeting, today announced that Sam Gosling, Ph.D., has joined the Company as scientific advisor.

In this position, Gosling will work alongside the Company's research department to support the improvement of personality typing and prediction. In addition, Gosling will collaborate with Mindset Media to help publish the Company's findings on the importance of personality in consumer behavior and brand choice.

"Personality science has a big role to play in ad targeting, and Mindset Media is at the forefront of the field, forging links between science and practical applications in real-world marketing contexts" said Gosling. "Their approach is truly unique, and I believe it will soon have a big impact on how companies identify their audiences precisely and reach them efficiently."

Currently, Gosling is a professor of psychology at the University of Texas at Austin. He did his doctoral work at the University of California at Berkeley, where he developed his research interests in internet-based methods of data collection, the personality of non-human animals, and manifestations of personality in everyday contexts. He has also been widely covered in the media, including *The New York Times*, *Psychology Today*,

"*Good Morning America*," and *National Public Radio*, and his research is featured in Malcolm Gladwell's *Blink*. Gosling is the recipient of the American Psychological Association's Distinguished Scientific Award for Early Career Contribution. Gosling's book, *Snoop: What Your Stuff Says About You*, was released in paperback in 2009.

"We are thrilled to have Sam Gosling join our team as scientific advisor," said John Durant, Director of Research at Mindset Media. "His expertise in everyday manifestations of personality aligns perfectly with what we do. Furthermore, Mindset Media has collected a wealth of data that proves the importance of personality, and we look forward to working with Gosling to publish our findings."

About Mindset Media

Mindset Media is the market research and ad technology company that sets the standard in psychographic measurement and targeting. Our MindsetProfiles® let marketers see how their target consumers measure up on 21 elements of personality known to drive buyer behavior and brand choice. Our proprietary ad technology enables major web publishers to deliver specific psychographic audiences, or MindsetTargets™, on their own inventory. This capability, which is unique in the world of media today, gives blue-chip advertisers the power to reach mass audiences of consumers with the psychographics that fit their brands. Mindset Media is headquartered in New York, and has field offices in Los Angeles, Chicago, and Kansas City. Mindset Media is a member of the Internet Advertising Bureau (IAB), the Network Advertising Initiative (NAI) and the Advertising Research Foundation (ARF). For more information, visit www.mindset-media.com.

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