



Mindset Media.

Contact:
Jennifer Handshew
DiGennaro Communications
212-966-9525
jen@digennarony.com

For Immediate Release

AHEAD OF THE CURVE

People who are eager to consume new technology have a distinct Mindset Profile according to Mindset Media study

NEW YORK, June 11, 2008 – Mindset Media (www.mindset-media.com), an online ad network that enables brand advertisers to reach millions of people with the personality traits that fit their brands, released today a Mindset Profile™ of avid technology consumers, which the company generated from a recent study conducted using Nielsen's Online panel (www.nielsen-online.com).

How does a technology gadget get picked up by the masses? If you are Apple, you're hoping the reduced price of the iPhone 3G will help push your product into the mainstream. But in a recent study, Mindset Media explored if there were characteristics beyond traditional demographics that might predict which consumers were likely to be enthusiastic adopters of technologies. The results show it may be a case of wiring.

The study, fielded in March among 25,000 respondents, revealed that people who eagerly snap up the latest techno gadgets, like cell phones, flat screens and computers, have a distinct Mindset Profile, or set of psychographic traits. Interestingly, these traits are not driven by age, gender, or income.

"We are trained to look at consumers through the lens of demographics," said Sarah Welch, COO and co-founder of Mindset Media. "But we all know people driven to stay on top of the latest and greatest gadgets who don't fit the typical demographic mold. Our study looked above and beyond traditional segments to see if this group was wired differently, and we found out they were."

According to the study, these avid technology consumers tend to score high in four Mindsets. Here's a look at how the Mindsets are defined and their correlation with buyer behavior:

- **Leadership:**
Those scoring high in Leadership, or Leadership 5's in Mindset Media parlance, truly have the personality of a modern leader. They have ideas and vision, and their style with others is both inclusive and decisive.

Leadership 5's are 68 percent more likely to have purchased three or more computers in the past two years.

- **Dynamism:**
Dynamism 5's (highly dynamic people) thrive on being where the action is. They see and do more in a typical day than many would dream of doing in a week, or even a month. They believe the only place to be is in the thick of it; never on the sidelines.

Dynamism 5's are 58 percent more likely to have purchased three or more flat screen televisions in the past two years.

- **Assertiveness:**
Highly assertive people (Assertiveness 5's) are alpha dogs. They know what they want and go after it with purpose. They have strong opinions and have no problem taking charge of a situation.

Assertiveness 5's are 62 percent more likely to purchase a new cell phone when the latest and greatest model hits the streets.

And low in:

- **Modesty:**
People who are very low in modesty (Modesty 1's) believe they are exceptional people and don't hesitate to share that belief with others. Not surprisingly, they may be considered conceited or arrogant by others.

Modesty 1's also have the wiring to be cell phone enthusiasts and are 45 percent more likely to upgrade when a new model is made available.

“Mindset Buys let technology marketers reach beyond traditional early adopter demographics and get in front of millions of people who are wired to want the latest and greatest technology,” continued Welch.

About Mindset Media

Mindset Media is the internet ad network for brands. Using its proprietary psychographic standard, Mindset Media enables brand advertisers to target millions of people with the personality traits that fit their brands in online media buys. The company works in partnership with Nielsen Online to develop consumer profiles that help brand marketers specify their psychographic targets. For more information, visit www.mindset-media.com.

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