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NETPOP.COM CHANGES THE FACE OF RESEARCH BY BRINGING CONSUMER INSIGHTS WITHIN REACH OF ALL BUSINESSES

Breakthrough Web-based research product provides comprehensive market data to understand the impact of broadband-enabled consumers in the marketplace today.

SAN FRANCISCO, October 15, 2007 – Media-Screen LLC today announced the launch of Netpop.com, a new market research product that, for the first time ever, places vital consumer behavior data within reach of small business owners and consultants, as well as *Fortune 1000* managers who need access to reliable market data quickly and easily. Netpop.com is the alternative to both large syndicated research firms, whose all-inclusive license structure is priced out of reach for many businesses and consultants, and time-consuming fact-finding hunts via search engines, whose results may be out-of-date, out-of-context, or otherwise unreliable.

Subscriptions are designed to provide customers access to precisely the data that are relevant to their needs. Netpop.com is available for a monthly subscription beginning at \$24.95. In addition to the data available by subscription, the product also offers customers the ability to work directly with Netpop to create custom reports and research.

“Marketers and business owners are in dire need of affordable but reliable data that provides a realistic context of where the marketplace is today – to better manage their advertising and product development initiatives,” said Josh Crandall, managing director of Media-Screen LLC. “Netpop.com is the culmination of more than a decade of research and product development focused on the online consumer. It is an unbiased, independent source that reveals how the consumer is defining what the marketplace looks like through their opinions, the way they create content, and make purchase decisions.”

Netpop.com is predicated on the belief that the research industry is built on an outdated, expensive business model that produces insightful yet expensive reports that often involve

bureaucratic red tape to purchase and significant investments of time to digest. Often, customers only require a few salient pieces of data from which to base their decisions. Because Netpop data is available as self-service and on-demand, it will change the way professionals access consumer behavior information by allowing users to pick and choose what data they want to purchase.

“Netpop brings valuable market insights regarding the most influential consumer population today – those who use broadband to connect to the internet - within reach of anyone,” said Brett Bullington, a board member at Oodle and Digg. “It will help entrepreneurs and venture capitalists define market opportunity more effectively, leading to stronger relationships and solid business decisions.”

Netpop’s findings are based on self-reported surveys that are fielded on an annual basis with over 4,000 respondents per wave. Respondents are members of online research panels and thirteen-years-of-age or older. Respondents are selected using the Start Rate™ Sampling Methodology, a proprietary sampling process to ensure that participants of the survey are representative of the Internet population in the target country based on age and gender. Upon launch, Netpop will include the latest consumer behavior data for the United States and China for 2007.

“I am thrilled Netpop.com is hitting the market today,” said Tiffany Shlain, founder of The Webby Awards. “This well-designed product exemplifies what the Internet is all about: Easily accessible, valuable data, empowering anyone to purchase research for what they need and when they need it. Netpop is bringing us closer to what we have all been aiming for: a more democratized digital world.”

Netpop is available now. Subscriptions to Netpop range from \$24.95 for access to 25 graphs per month to \$149.95 for access to 150 graphs, access to competitive landscape data and a 15% discount on reports. Visit <http://www.netpop.com> to learn more.

About Netpop

Netpop changes the way professionals access consumer information by providing on-demand, affordable research that will guide important business decisions, today and into the future. The ongoing study highlights the diversity within the broadband population, with a special focus on their attitudes and behaviors around advertising, shopping, community, entertainment and mobile devices. Netpop helps

companies better understand their customers, constructing an industry-wide framework to drive successful product and marketing initiatives in the digital and physical marketplaces.

Netpop Research customers are able to purchase only the data they need, bypassing the administrative red tape involved in purchasing traditional market research from other analyst firms. Customers can choose from thousands of data sets - including graphs, tables and reports. Netpop.com provides a complete picture of consumer attitudes and emerging trends shaping the modern, broadband-enabled consumer market for professionals who influence marketing and product management decisions.

Netpop.com is sponsored by Media-Screen LLC, a strategic market research and consulting firm based in San Francisco. Since 1997, Media-Screen has offered research products and services focused on the online consumer, establishing its unique domain expertise and creating industry-accepted metrics for understanding the modern consumer market.

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