



## NEWS RELEASE

### **MyProductAdvisor.com Appoints New President**

**Palo Alto, California, USA September 2, 2008** – MyProductAdvisor.com announced today that Rich Falcone will assume leadership of all company operations as President, effective immediately. MyProductAdvisor.com is the consumer facing website for Market Insight Corporation.

As an executive with more than 25 years of experience, Falcone has led scaled growth in start up, mid stage, and large cap corporations. He has held P & L responsibility and senior executive roles, in both public and private entities focused in Information Technology, Computer Networking, Telecom, IPTV / Streaming, Market Intelligence & E-Commerce sectors. “MyProductAdvisor.com is an exciting company with unique value for consumers, manufacturers and retailers alike,” says Falcone. “I look forward to joining the team in this leadership capacity, and in working with the Board towards continued revenue growth and value enhancement”.

Dick Smallwood, Founder and former CEO, led the decision to bring Falcone into the company at this time. “The progress we have made over this past year confirms our preparedness for the next steps that Rich’s leadership will bring,” says Smallwood. “I look forward to driving the company’s strategic goals as its Chief Technical Officer, and a founding member of its Board of Directors.”

#### **About MyProductAdvisor.com (*Market Insight Corporation*)**

MyProductAdvisor.com is a consumer facing website that facilitates the mutual exchange of information and intelligence among shoppers, manufacturers, and retailers. This free on line service empowers consumer shoppers through a process that gathers their preferences for specific product attributes. MyProductAdvisor.com delivers unbiased buying recommendations to the shopper, and the preferences it collects fuel a powerful consumer intelligence system. That system generates a family of solutions for OEM’s, Retailers and Merchants; including dynamic insight into the minds of consumers, guided on-line selling tools, and prepared buyer leads. Market Insight Corporation, the company behind MyProductAdvisor.com, was established in 2003, and is led by recognized industry executives. The company is based in Palo Alto, California, USA.

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