

For Immediate Release

Dialsmith Opens European Office to Support Growing Demand for Dial-based Research and Instant Scoring

Developer of the Perception Analyzer® expands operations to Support growing global client base

20 October 2010—Portland, Oregon, USA—US-based Dialsmith LLC, developer of the market-leading Perception Analyzer® and ISX – Instant Scoring eXperience™ hardware and software for research and scoring, has opened a European office in partnership with Qureshi Market Research, Ltd. (QMR).

The London-based office is strategically located to serve both the core business of dial-based research as well as customers in sports, entertainment, and corporate meetings and events. Chris Boniface, a tenured market research professional with vast experience in qualitative projects across Europe, has been hired as the Regional Client Relations Manager to serve the unique consulting and project execution needs of their European clients. Bob Qureshi, Managing Director of Qureshi Market Research said, “Partnership with Dialsmith is a perfect synergy of the values and mission we have as a business in helping clients understand their customers better. The Dialsmith suite of products and services delve deeper into customer views and opinions to really define and tease out the issues that really matter.”

“Global demand for dial-based qualitative research and instant scoring has increased significantly and this move makes us more agile to cost-effectively deliver technologies and services around the globe,” said David Paull, President and Founder of Dialsmith. “To further support this venture, we are putting in place numerous product enhancements for our global client base,” added Paull.

The Perception Analyzer and ISX hardware is CE certified for operation in the EU and the forthcoming software upgrade supports more advanced research methodologies being leveraged by cutting-edge researchers around the world. This upcoming software release is a quantum leap forward, delivering functionality for multi-lingual use, point-allocation trade-offs, van Westendorp price elasticity modeling, and much more. ISX is able to support a wide range of sporting events with venue, web and television delivery of instant and dynamic scoring and graphics.

About Perception Analyzer

The Perception Analyzer technology has been serving the market research industry for more than 25 years. Originally developed for focus group settings, the hardware and software have been redesigned to take advantage of leading technologies and to support other research applications: Television and advertising testing, litigation research and mock trials, corporate meetings, communications and messaging research, and politics and public policy research—including CNN and MSNBC’s broadcasts of the 2008 US presidential debates and ATV’s televised Austrian presidential debate in the Spring of 2010.

About ISX Scoring

ISX - Instant Scoring eXperience™ was developed under a strategic partnership with well-known street skater, MTV personality and creator of Street League Skateboarding™ Rob Dyrdek, and veteran action sports producer Paul Taublieb of Media-X International. Through this sister brand, Dialsmith and its partners deliver real-time judging and scoring solutions to the fields of action and traditional sports, and reality programming, most recently as the scoring and statistical backbone for Street League Skateboarding™.

About Dialsmith

Founded in 2009 in Portland, Oregon, Dialsmith is a spin-off from leading market research and consulting firm, Market Strategies International. Through the development and marketing of its Perception Analyzer® and ISX – Instant Scoring eXperience™ technologies and services, Dialsmith delivers products and services for market research, audience engagement, and scoring. Primary markets include market, media, and public opinion research; litigation and trial consulting; events and meetings; education and academic research; action and traditional sports.

Learn more at www.dialsmith.com and www.ISXscoring.com.

Contacts

US, Asia-Pacific, Latin America

David Paull

President / Founder

Dialsmith, LLC

6360 NE MLK Jr. Blvd.

Portland, OR 97211, USA

+1.503.505.6271

david.paull@dialsmith.com

Europe

Bob Qureshi

Managing Director

Qureshi Market Research, Ltd.

15 Old Bailey

London, EC4M 7EF, UK

+44 (0) 203 170 8320

bob.qureshi@qureshimr.com