



For Immediate Release

Perception Analyzer® Acquired by Portland-based Dialsmith, LLC

Market-leading Technology in Audience Data Collection spawns a new company

Portland, OR – January 12, 2010 – A worldwide leader in audience data collection for everything from television pilots to national political debates, MSInteractive and its industry-leading Perception Analyzer® technology, has spun off to become Portland-based Dialsmith, LLC.

Formerly a division of Market Strategies International, the full-service market research and consulting firm, this acquisition enables Dialsmith to further develop the Perception Analyzer® business and worldwide capabilities. Key senior staff will remain in leadership roles, including former Market Strategies Vice President who oversaw the division, David Paull, who is founder and managing director of Dialsmith. Paull also determined that Portland will continue to serve as the headquarters location for his company, being an ideal location to serve his national and global accounts roster.

“We’ve found David and his team have always delivered the types of custom services we’ve asked of them,” said long-time client John Thomas, vice president of client services at the market research firm Burke, Inc. “Their team has been consistently reliable in providing innovative ways to maximize the use of the Perception Analyzer technology for our diverse needs. I am looking forward to continuing our relationship under the new Dialsmith banner.”

The Perception Analyzer technology has been serving the market research industry for over 25 years. Originally developed for focus group settings, the technology has been augmented for other research applications: Television and advertising testing, litigation research and mock trials, corporate meetings, and politics—including CNN and MSNBC’s broadcasts of the 2008 presidential debates. Most recently, the company formed a strategic partnership with well-known street skater and MTV personality Rob Dyrdek to develop ISX – Instant Scoring eXperience™. This sister brand leverages the Perception Analyzer technology for instant judging and scoring of sporting events and reality programming.

“As its business has grown and broadened, it has a need to be differentiated from the Market Strategies custom research and consulting practice,” said Dr. Andrew Morrison, chairman and CEO of Market Strategies International on the decision to let Paull spin off the former Market Strategies business division.

“As an independent company, we’ll continue to serve and grow our core markets and be more agile to respond to customers in sports, entertainment, and corporate meetings and events,” said David Paull. “There is a high demand in these areas and we are excited to have the opportunity to grow our global capabilities from right here in Portland.”

On the immediate horizon is the release of the next generation version of the Perception Analyzer—scheduled to launch in early 2010—as well as several global strategic partnerships.

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® technologies and services, Dialsmith delivers solutions for data-driven insight, decision support and audience engagement. Primary markets include market, media, and public opinion research; litigation and trial consulting; events and meetings; education and academic research. Through its sub-brand, ISX – Instant Scoring eXperience™, Dialsmith and its partners deliver real-time judging and scoring solutions to the fields of action and traditional sports, and reality programming. Learn more at www.dialsmith.com and www.isxscoring.com.

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