



INTERPRET LLC NAMES ELAINE B. COLEMAN VICE PRESIDENT OF STRATEGY AND ANALYSIS

Los Angeles, CA December 1, 2008 – Interpret LLC, a leading media and technology research firm based in Los Angeles, has appointed technology and platform research veteran Elaine B. Coleman as Vice President of Strategy and Analysis. In her role, Coleman focuses her efforts on understanding consumer behaviors and insights to build market research, brand advertising and product design research within next-generation technologies and handheld industries.

“Elaine’s unique understanding of a powerful but evolving marketplace is of enormous benefit to Interpret’s customers who operate in and around the mobile and emerging platform industries. Her specialized knowledge will greatly benefit our clients across all of our categories, and we are pleased to have her on board,” said Michael Dowling, Interpret’s CEO and Co-Founder.

Coleman said, “With its commitment to both the traditional and emerging media and technology sectors, Interpret has one of the most effective market research companies in the industry. However, it was the Interpret team that drew me to this new role. Led by Michael, the company constantly challenges status quo, is fearless in understanding new markets, and is driven to deliver the very best for our clients- I am very happy to be part of this organization.”

Coleman has been directing quantitative and qualitative research on consumers for over 15 years. Her most recent position was at MarketCast, a division of Reed Business Information, in Los Angeles as Executive Director of Research heading up their advertising testing and custom research for entertainment clients. While at MarketCast, Coleman ran the Advanced Analytics and Research Operations Groups. Prior to that, she worked at Reactrix, a new media advertising company leading the design and deployment of custom brand research studies for advertisers and agency clients. She also directed all of the experience design research for software development in the Java Division at Sun Microsystems.

Additionally Coleman was a Senior Scientist at the Center for Technology in Learning at SRI International, and an Assistant Professor at the University of Delaware. Throughout the years her research has been funded by government and private agencies and authored numerous book chapters and published articles. Coleman received her doctorate in Applied Cognitive Science at the University of Toronto, her MA and BA at McGill University, and was awarded a James S. McDonnell Postdoctoral Fellowship which was held at UC Berkeley.

About Interpret LLC

A leading new media market research firm, Interpret's mission is to follow consumers' lead in breaking down content silos and attaining a holistic view of the media world. Staffed by senior ex-Nielsen execs, the company provides consumer research and new media measurement solutions to the stakeholders of traditional and new media. With media consumption habits shifting radically, the company's unique insight into consumer attitudes and behavior - whether consumed on "traditional" media platforms like TV or movie screens or on "new" media platforms like video games, cell phones or digitally distributed content online - Interpret is fast becoming the go-to source on new media.