

SOCIAL MEDIA SALES VETERAN JOINS NETWORKED INSIGHTS AS VP OF SALES AND BUSINESS DEVELOPMENT

Todd Hoskins Brings Over Ten Years of Sales Experience to Networked Insights to Help Drive Company Growth and Awareness

MADISON, WIS. — January 29, 2008 — Networked Insights today announced that Todd Hoskins has joined the company as the vice president of sales and business development. Hoskins brings more than 10 years of business sales and management experience to Networked Insights. As VP of sales, Hoskins will manage and develop new sales strategies to help broaden Networked Insights' reach and continue the company's rapid growth.

Before joining Networked Insights, Hoskins was the national director of sales for Umbria, a marketing intelligence firm. Prior to that, Hoskins worked as a sales manager for Brandimensions, a technology company that helps businesses manage, protect and grow their brands through the utilization of Internet data. Hoskins has also held key sales positions for Rand McNally in their Business Markets organization.

“Todd brings a wealth of experience to Networked Insights selling social media technologies to business customers,” said Daniel Neely, founder and CEO of Networked Insights. “Networked Insights offers a brand new and innovative approach to market research and customer intelligence, and the addition of Todd to our team will help drive the growth of the company among customer-centric organizations.”

“Networked Insights is changing the way companies learn from their customers and apply that knowledge to inform their business,” said Hoskins. “Networked Insights has tapped into a new market need of companies looking for the most informative ways to listen to their customers, and we have mastered the process of delivering relevant and actionable customer insights. Driving growth among these companies is a key priority for 2008, and I look forward to leading Networked Insights toward this goal.”

About Networked Insights

Networked Insights is redefining the science of market research by combining technology, expertise and rich analytics to help businesses make better business decisions. Networked Insights gives companies the ability to discover, mine and act upon real-time customer intelligence from a variety of social media applications, providing truly customer-driven market research based on both content and social behavior generated from customer-to-customer interactions. Previously, companies gained customer information by asking predetermined questions or proving company-generated hypotheses. Networked Insights puts the customer at the center of the intelligence process so that companies can let the customer decide what's important. Networked Insights is privately held and

based in Madison, Wisconsin. For more information, go to www.networkedinsights.com.

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