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FOR IMMEDIATE RELEASE

MindClick Group Releases Study to Help Builders Lure Green Consumers

Los Angeles, Calif., September 23, 2008 – The MindClick Group, Inc., an award winning market research firm, will present at the West Coast Green Conference and share its latest findings on consumer behavior and purchases in the green building community.

Based on tracking consumers' sustainability opinions, attitudes and behaviors over time, the MindClick Group has identified changes in consumer green purchases and attitudes toward "green" products and marketing in the home building and furnishing categories. The MindClick Group is using this research to help professionals maximize their return on investment in green building projects.

The presentation takes place on Thursday, September 25 from 3-4 p.m. at the San Jose Convention Center, Room J1. The main presenters from the MindClick Group are Chief Executive Officer JoAnna Abrams, and Chief Research Officer John Burshek.

The MindClick Group's Sustainability Practice helps companies maximize the success of their green initiatives. Using The MindClick Consumer Global Warming Monitor™, MindClick provides brands with a custom lens through which to understand their target markets' specific attitude, behavior and beliefs in response to environmental concerns.

Based on this knowledge, MindClick provides turnkey marketing research services to maximize product development, product positioning and marketing communications. In addition, MindClick provides ongoing tracking of a company's green initiatives relative to target market expectations and against its primary industry competitors.

The MindClick Consumer Global Warming Monitor™ is an annual national segmentation study that provides quantifiable data on U.S. consumers' purchase behavior, brand perceptions and direct response to sustainable advertising.

About The MindClick Group, Inc.

MindClick, an award-winning, independent market research innovator, transforms consumer and customer feedback into practical and efficient answers to business questions. Recognized as a pioneer, MindClick leverages the internet, multimedia, and market research fundamentals to measure and optimize commerce, advertising, product/concept feasibility and pricing. Products include The MindClick Audience Meter™, The MindClick Website Meter™ and The MindClick Consumer Global Warming Monitor™. Founded in 2000, with headquarters in Los Angeles, Calif., MindClick has a client retention rate in excess of 90%, with clients in a variety of industries, including automotive, consumer products, entertainment, financial services, home building, retail and technology. For more information, visit www.mindclickgroup.com.