



Media Contacts:

Leslie Downie
Decision Insight.
(816) 221-0445
leslie@decisioninsight.com

John Karolefski
Primary Communications, LLC
570-223-2351
john@primarypr.com

For Immediate Release

**UAF Receives Baby Formula Donation
As Part of Relief Effort in Haiti**

KANSAS CITY, June 2010 – A private donation of more than 1500 cases of baby formula was made to United Aid Foundation (UAF) in support of the Love a Child Orphanage, established as a refugee camp after the devastating earthquake in Haiti.

The contribution, made in response to a call for help by Decision Insight CEO Cathy Allin, is greatly needed by Love a Child, where more than 300 babies under the age of two are currently being supported.

Decision Insight's Allin said, "We are grateful for getting these needed supplies to the children of Haiti. I have committed to helping the people as they continue to recover and I am encouraging other companies to join us. There is an urgent need for many items such as baby care products, first aid supplies, hygiene products, and over-the-counter medicines."

Decision Insight, the leading provider of online virtual shopping research, partners with UAF to help people in crisis. "These supplies are not only greatly needed and appreciated, but will help extend the lives of hundreds of infants for months," said UAF Board Member John Alex.

Decision Insight has been working with UAF on several international relief efforts in places such as Romania and Haiti. Helping others is a core belief of the company, according to Allin, who says she gives back because her company has done well over the years.

To contact Allin and learn how to contribute, email her at cathya@decisioninsight.com.
To donate directly to the UAF, go to www.unitedaidfoundation.org.

#

About Decision Insight:

As the importance of shopper marketing programs increase, a rapid, flexible, and cost-effective approach to testing shopping behavior becomes increasingly critical. By using online virtual shopping to recreate the context of a store, Decision Insight tests retail strategies to optimize product assortment, product placement (in store or on the shelf), POP promotions, pricing and packaging. Named the purest research house among the leading virtual shopping suppliers, Decision Insight is headquartered in Kansas City.

About United Aid Foundation:

Using our connections with domestic and international aid organizations, the United Aid Foundation provides direct aid to people in crisis in partnership with humanitarian relief organizations around the world. Disaster relief, human rights abuse, nutrition, housing, and education are our priorities.