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Frito-Lay and Decision Insight Win American Marketing Association's 2006 EXPLOR Award for Innovation

Kansas City, MO. (September 25, 2006) – Decision Insight, a leading full service market research company, and Frito-Lay, the convenient foods division of PepsiCo, won the American Marketing Association's (AMA) 2006 EXPLOR award for their virtual ethnography research. The award, established in 1999, recognizes performance and leadership in online research and acknowledges the most innovative uses of applications in technology. The field of finalists presented their research case studies at breakout sessions during the AMA's Marketing Research Conference, held September 10-13 in Chicago IL. Decision Insight and Frito-Lay were announced the winning team during the general session on the final day of the conference and submitted an encore presentation of their case study.



Pictured (L to R): From Decision Insight; Cathy Allin, Brad Barash, Alex Sodek and from Frito-Lay; Melanie Leach, Michelle Adams

Presented jointly by Frito-Lay's Strategy & Insights team, led by Michelle Adams and Melanie Leach, and Decision Insight's Brad Barash the winning presentation – entitled "Virtual Ethnography: Predicting and Understanding Shopping Behavior (In Hyperdrive)" –provided an in-depth look at the opportunity for the snack-maker to combine a simulated shopping model and ethnography techniques to speed up consumer learnings and strengthen research's role in understanding consumers' decision making process.

"Deepening the understanding of our consumers and their decision making process allows us to understand 'why' a consumer purchases snack foods and not just 'what' they purchase," said Michelle Adams. "In partnership with Decision Insight, techniques that blend of quantitative and qualitative research like virtual shopping and virtual ethnography result in quality consumer insights that we can apply to our business."

Serving as the catalyst for the initiative, the combined team leveraged Decision Insight's revolutionary qualitative-quantitative solution, SimuShop+™, to develop a research platform replete with in-depth, one-on-one chat sessions to uncover the "why" behind purchase selection. The sessions, in partnership with iModerate Research Technologies, resulted in a multi-faceted, comprehensive research story that garnered unparalleled insight for Frito-Lay.

"Winning this award is extremely gratifying and serves as motivation for us to continue to develop and implement innovative research solutions that give our clients the best possible results," said Cathy Allin, President of Decision Insight. "We believe SimuShop+ and the other unique methods offered by Decision Insight provide Frito-Lay and our other partners some of the most effective tools in the industry, and it's wonderful to have our work held in the highest regard."

Frito-Lay North America is the \$10 billion convenient foods division of PepsiCo, which is headquartered in Purchase, NY. In addition to Frito-Lay, PepsiCo divisions include Pepsi-Cola, Quaker Foods, Gatorade and Tropicana.

Decision Insight is a full service market research company specializing in the power of online technologies. Our goal is to pioneer the use of online research not by simply shifting traditional methodologies to a new medium, but by designing new methods/tools that capitalize on this space. Decision Insight harnesses the capabilities of the Internet by combining an in-house staff of artists and online programmers, advanced analytics and sophisticated modeling, and a thorough understanding of how the research will be used to make business decisions.

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