For Immediate Release

BUYOLOGY INC RELEASES FIRST ANNUAL
MOST DESIRED BRANDS IN THE U.S. REPORT

Johnson & Johnson, Sony, Mastercard and Kleenex Most Desired Brands for Women
Amazon Beats Walmart as the Most Desired Retailer;
BMW, Hyundai and Lexus Among Most Desired Brands for Men

February 2, 2011 (New York, NY) – Johnson & Johnson, Sony, Crest and BMW appear at the top of the First Annual "Most Desired Brands in the U.S." Report. The report, released by leading global strategic neuromarketing firm Buyology Inc, is the first to quantitatively type and measure consumer relationships with brands. The full report can be found at www.buyologyinc.com.

Buyology's Most Desired Brands in the U.S. Report is the result of an $8 million investment, involved over 5,000 consumers across the globe and specifically tested 240 global brands across a sample of 2,400 people representative of the US population.

"In the current challenging business environment, brands with strong relationships are the ones that are going to prosper. We are committed to helping companies measure and more effectively manage the relationships that their brands have with their customers," said Gary Singer, Founding Partner and CEO, Buyology Inc.

The unique and proprietary Neurotypes™ methodology classifies and measures the strength of the relationship a business has with their customers and provides a roadmap on how to strengthen those relationships. Once typed and calibrated, a marketer can use Neurotypes™ to assess the impact of their current marketing activities, and determine which activities will be more effective to connect with customers in the future.

These brand relationships have been derived from an extensive global database of neuroscience tests and psychological data, providing a provocative understanding of brand relationships and their impact on consumer decision-making. Each relationship has a primary and a secondary dimension resulting in sixteen Neurotypes™ in this classification system. It is important for brand stewards to know which relationship type drives their consumer engagement.

Two hundred and forty brands have been classified in the US thus far and iconic brands for each profile are identified here. Another two hundred and forty brands has also been classified in Japan.

The report reveals provocative insight into the brands that are desired most:

- Amazon (#7) beats Walmart (#22) as the most desired retailer for women.

- Google (#6) beats Apple (#45), Microsoft (#12) and Facebook (#69) as the most desired internet/technology brand.

- For men, auto brands dominate the top 10 Most Desired with BMW (#2), Hyundai (#5), and Lexus (#10).

Added Donna Sturgess, Founding Partner and President, Buyology Inc., "We developed Neurotypes™ to have a tool for brands all over the world to measure their relationships with consumers and unleash new insights. For global brands this enables them to determine whether the consumer relationship varies in different parts of the world, and often times it does."

Most Desired Brands in the World: Women

Top Overall Brand: J & J
Top Retailer: Amazon
Top Internet/Technology Brand: Google

Most Desired Brands in the World: Men

Top Overall Brand: Crest
Top Auto: BMW
Top Electronic: Panasonic

Top 20 Most Desired Brands in the World: Women
#1   Johnson & Johnson
#2   Sony
#3   Kleenex
#4   National Geographic
#5   MasterCard
#6   Google
#7   Amazon
#8   Visa
#9   General Electric
#10 Toshiba
#11 Crest
#12 Microsoft
#13 Disney
#14 Target
#15 Tropicana
#16 BMW
#17 Febreze
#18 Ford
#19 Olay
#20 Chase

Top 20 Most Desired Brands in the World: Men
#1 Crest
#2 BMW
#3 National Geographic
#4 Panasonic
#5 Hyundai
#6 Kleenex

#7 Coca-Cola
#8 Microsoft
#9 Tide
#10 Lexus
#11 Apple
#12 Bed Bath & Beyond
#13 Ford
#14 Animal Planet
#15 Hitachi
#16 Mercedes-Benz
#17 FedEx
#18 Procter & Gamble
#19 Hallmark
#20 Geico

About Buyology

Buyology Inc., the world's leading strategic neuromarketing company, is in the business of quantifying, improving, and actively managing sustainable relationships between brands and their customers. Buyology utilizes its global neuroscience database to develop rigorous tools that bridge science and business so as to provide a provocative and proprietary understanding of consumer decision-making and brand relationships. Buyology helps significantly enhance marketing's transformational business impact to drive growth.

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