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User Insight included in Inc. Magazine's Fourth Annual Exclusive List of America's Fastest-Growing Private Companies—the Inc. 5000

With three-year sales growth of 78%, company ranked in top 10 of Georgia-based advertising and marketing companies

ATLANTA (October 19, 2010) -- *Inc.* magazine recently ranked Atlanta-based User Insight No. 2842 on its fourth annual Inc. 5000, an exclusive ranking of the nation's fastest-growing private companies. This marks the third consecutive year that User Insight appeared on the list, this year placing as one of the top 10 Georgia-based advertising and marketing companies.

"User Insight is honored to be highly ranked in one of the most important segments of the economy—America's independent-minded entrepreneurs," said Kevin O'Connor, president and co-founder of User Insight. "I credit a great deal of our success to our clients' dedication to creating intuitive products and successful user experiences. We are committed to providing them with the most reliable, accurate research that will help them create such products and experiences and propel them to be leaders in their respective industries."

"The leaders of the companies on this year's Inc. 5000 have figured out how to grow their businesses during the longest recession since the Great Depression," said Inc. president Bob LaPointe. "The 2010 Inc. 5000 showcases a particularly hardy group of entrepreneurs."

The 2010 Inc. 5000 serves as a unique illustration of the profound changes taking place in the U.S. economy. Despite the fact that most of this year's measuring period of 2006 to 2009 took place during the latest recession, aggregate revenue among the companies on the list actually increased to \$321.6 billion, up more than 50 percent from last year. The effects of the recession are seen, however, in the median three-year growth rate, which dropped to 96 percent from last year's 126 percent. This year's Inc. 5000 employ a record 1.4 million people, up from one million on last year's list. With unemployment remaining stubbornly high, policymakers and business leaders will do well to look to the Inc. 5000 companies for fresh ideas on achieving growth and creating jobs.

Music website Pandora, convenience store chain 7-Eleven, Brooklyn Brewery, and Radio Flyer, maker of the iconic children's red wagon, are among the prominent brands featured on this year's list. Complete results of the Inc. 5000, including company profiles and an interactive database that can be sorted by industry, region, and other criteria, can be found on www.inc.com/5000.

About User Insight

User Insight is the largest qualitative research firm in the Southeast. Employing a consistent methodology and dedicating a full team to every client engagement, User Insight gathers and analyzes the voice of the customer to create intuitive products, lead market strategy and provide insight to user behavior. Currently, User Insight has conducted research across the U.S., as well as in 15 countries, for more than 300 clients spanning 25 industries. For more information, please visit www.userinsight.com.

About Inc. Magazine

Founded in 1979 and acquired in 2005 by Mansueto Ventures LLC, *Inc.* (www.inc.com) is the only major business magazine dedicated exclusively to owners and managers of growing private companies that delivers real solutions for today's innovative company builders. With a total paid circulation of 712,647, *Inc.* provides hands-on tools and market-tested strategies for managing people, finances, sales, marketing, and technology. Visit us online at www.inc.com.