



PRESS RELEASE

Cadio Presents at Nielsen's Flagship Consumer 360 Conference

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Las Vegas, Nevada – June 15, 2010 – Cadio, Inc. today announced that Cadio's CEO, Dr. Thaddeus Fulford-Jones, is one of the presenters at Nielsen's flagship Consumer 360 conference where he will discuss the results of a new collaboration between Cadio and Nielsen. Over the past several months, Cadio and Nielsen have been collaborating to combine Nielsen's HomeScan panel data on US shopping habits with Cadio's consumer location analytics. Dr. Fulford-Jones will be co-presenting with Rob Holland, Nielsen's Global Leader, Retail & Shopper Practice, in today's "Rethinking Retail" insight sessions. Dr. Fulford-Jones will discuss new developments in "understanding the consumer" made possible through this collaboration.

"This new collaboration combines Nielsen's expertise in understanding "what people watch" and "what people buy" with Cadio's analytics for "where people go," to drive new types of actionable insights for brands and retailers," said Dr. Fulford-Jones of Cadio.

Further information about the Consumer 360 conference can be found at www.consumer360.com.

About Cadio

Cadio, Inc., headquartered in Cambridge, MA, is a pioneer in the emerging field of GPS-based consumer location analytics. Cadio's proprietary location analytics engine processes semi-continuous streams of GPS data to generate actionable inferences about consumer interests, habits and behaviors. Cadio's approach protects consumer privacy while maximizing value for brands and advertisers.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online

intelligence, mobile measurement, trade shows and business publications. The privately held company is active in approximately 100 countries, with headquarters in New York, USA. For more information, please visit www.nielsen.com.

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