



PRESS RELEASE

Cadio Technology Powers Research LifestreamingSM Platform by Harris Interactive

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Boston, Massachusetts – June 28, 2010 – Cadio, Inc. today announced that the company is a technology partner with Harris Interactive for the GPS-based “Observe” component of their new Research LifestreamingSM platform. Research LifestreamingSM is designed to offer a “behind-the-scenes” approach to consumer research that combines attitudinal, behavioral, demographic and psychographic information about every respondent. Cadio’s Consumer Location Analytics powers the GPS analytics behind the platform, yielding insights into where people go and allowing survey questions to be tuned and targeted accordingly on the basis of location lifestyles and behaviors.

“We are very pleased to be providing technologies that support Harris Interactive’s LifestreamingSM products,” said Dr. Thaddeus Fulford-Jones, Cadio’s CEO. “Cadio’s analytics engine detects in real time visits to commerce-relevant venues of interest and contextualizes this information with historical behavior profiles. With Cadio’s technology, the GPS-based “Observe” component of LifestreamingSM now offers a new way to gain deep insights into real-world consumer behaviors and consumer responses to marketing messages.”

Mike Saxon, Harris Interactive’s Senior Vice President of Product Development, added “We are delighted to feature Cadio technology in the “Observe” component of our LifestreamingSM platform. Cadio’s analytics allow us to present survey questions to consumers in the right place, at the right time and in a manner that is aligned with individual consumer interests and habits.”

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 Harris Interactive

Harris Interactive is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for *The Harris Poll* and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods.

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