



FOR IMMEDIATE RELEASE:

CIQ Adds ARSgroup to its Growing Portfolio of Corporate Venture Programs

ATLANTA, GA - November 1, 2007 - ARSgroup, founder of the RCS standard for ad copy testing, has aligned with Collective IQ - recently ranked top corporate venture platform in the world. The three global market leaders in the big box retail, consumer packaged goods and online portal segments have recently engaged ARS to use the firm's patented, proprietary methods and technologies to predict consumer behavior, brand preferences and sales uplift based on campaign analysis.

"The reason why we chose to focus on ARS as part of our portfolio is their core technology and ability to predict how consumer response to advertising stimuli directly correlates to future sales. This leap forward in behavioral science is why three of the world's largest and most sophisticated business recently selected ARS," stated William "BillyG" Glynn, founder and Chairman of Collective IQ. "Although many incumbents provide copy testing, our due diligence uncovered significant technological and statistical advantages developed by ARS. Their ability to measure advertisement effectiveness - and uniquely tie it to sales with up to a .9 correlation - is so compelling we had to have for all of our clients and business intelligence leadership companies."

About ARSgroup

Since 1968, ARSgroup has helped leading advertisers measure, forecast and optimize their advertising messages. The company's extensive knowledge base and proven models help the companies served make better business decisions.

ARSgroup underwent a significant management restructuring 2006, to refocus efforts on innovation. The new management team has successfully created a (r)evolutionary suite of products and services based on ARSgroup's proven, proprietary knowledgebase and innovative new technologies to serve the changing needs today's companies face.

ARSgroup's digital age solutions are designed to evaluate and optimize any touchpoint across marketing communication campaigns. From strategy development, to all stages of creative development, to in-market tracking, ARSgroup products can help marketers meet their business objectives.

About Collective IQ

Collective IQ, co-founded by William "Billy G" Glynn, ranked one of the world's top innovators by Information Week, and Jon Nieman private equity insider, specializes in corporate venture capital and corporate fund development. Headquartered in Atlanta, GA, with offices worldwide, CIQ manages and advises an elite group of corporate venture capital, buy out and niche equity funds. CIQ is ranked globally as the top corporate venture capital platform, serving some of the world's largest and most respected businesses as their corporate venture team and development advisor.

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