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**Iconoculture Recognized as one of Minnesota's Fastest-Growing
Privately Held Companies**

Prestigious Local Award Highlights Company's Rapid Growth

MINNEAPOLIS, MN- October 26, 2007- Iconoculture, the leader in strategic consumer advisory services, today announced that it has been selected, for the second year in a row, as one of the Fast 50 Private Companies by the *Minneapolis/St. Paul Business Journal*. Iconoculture was ranked 9th for this award, a list comprised of the 50 fastest-growing private companies in the Twin Cities.

Local businesses with revenue exceeding \$1 million USD and that have demonstrated year over year growth in a three year period are considered for the award. The awards were presented to companies at an awards ceremony, held on October 25, 2007 in Minneapolis.

The award formally recognizes the growth that Iconoculture has experienced in all aspects of its business over the past several years. This growth can be attributed to Iconoculture's commitment to customer retention and the introduction of new products, including its Advisory Services model that launched in 2004 and its Global research offering in 2007.

"We are extremely honored to be recognized for the second year alongside the most innovative, forward-looking companies in the Twin Cities," said Dan Frawley, CEO of Iconoculture. "We've outlined an aggressive growth strategy and the Iconoculture team has delivered above and beyond, elevating us to one of the most progressive companies in Minnesota."

In addition to receiving The *Minneapolis/St. Paul Business Journal* Fast 50 Award, Iconoculture was recently recognized by Inc. Magazine as part of its Inc. 500, which highlights the fastest growing private companies throughout the United States. Iconoculture ranked #170.

About Iconoculture

Iconoculture, the leader in strategic consumer advisory services, delivers consumer understanding to marketing decision makers at F1000 companies, their agencies and advisors. Iconoculture enables business growth and innovation, using our unique observational research approach and translation capabilities of world-class researchers and strategists. For more information, visit the website at <http://www.iconoculture.com>.

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