



IntelliClear Inc.
12594 Woodmont Drive
Suite 120
Colorado Springs, CO 80921
(719) 488-4573

News Release

Editorial Contact:

Eric Shuster
(719) 488-4573
eshuster@intellclear.com

IntelliClear Announces Powerful Ideas to Optimize Shrinking 2009 Research Budgets

Methods Used for Years by the Seasoned Research Firm are Revealed to the Public in a New Marketing Campaign

COLORADO SPRINGS, Colorado, November 17, 2007 – IntelliClear today announced a marketing campaign targeted at helping information technology and consumer electronics companies maximize return on investments in market research during tough economic times. The campaign reveals for the first time four powerful research methodologies that have been honed over the years by IntelliClear for their clients—methodologies that balance the delivery of results-oriented research with maintaining a lean set of economics.

“The concerning economic news over the last few months: including eroding financial markets, weaker consumer confidence, and deferred capital spending has put everyone’s budgets under the microscope—especially market research,” says Eric Shuster, Founder and CEO of IntelliClear. “We anticipate spending on research to continue due to the competition for business and consumer mind share and spending; however, with a heightened need to maximize returns we’ve decided to share a few trade secrets in order to help our clients stretch every available market research dollar to get the clarity they need within a tight budget.”

The four tips offered and elaborated on by IntelliClear include leveraging existing research data to gain fresh new insights; combining qualitative and quantitative methods in the same study; merging go-to-market plans and primary research into integrated projects, and identifying the early signs of an economic rebound through embedded modeling. For more information on the tips being offered and how companies can optimize research budgets during difficult economic times visit the IntelliClear website at www.intellclear.com.

About IntelliClear (www.intellclear.com)

IntelliClear is a market research and business consulting firm committed to the delivery of actionable market intelligence to the global IT community. IntelliClear’s mission is to bring clarity to IT market intelligence by delivering results-oriented research, responsive industry experience, and effective data synthesis - leading to confident go-to-market plans. IntelliClear leverages the experiences of seasoned IT and market research professionals, while utilizing its global network of industry consultants and research partners to execute projects across a broad spectrum of disciplines and geographies.