

For Immediate Release

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PRISMIRA COMMENCES OPERATIONS

- *Firm Provides Full Spectrum Stakeholder Research, Covering All Major Market Audiences*
- *Service Combines Statistical, Qualitative and Behavioral Analysis & Strategic Counsel*
- *Network Associates Becomes First Client*
- *Frank N. Magid Associates and MessageBank Sign on as Prismira Corporate Partners*

NEW YORK – May 14, 2003 -- Prismira, Inc., a consulting firm specializing in cross-audience market research, announced today that it has commenced operations. The firm will help clients identify, interpret and address the perceptions and behaviors of corporate constituencies such as investors, consumers, employees, analysts and the media.

Network Associates (NYSE: NET), the leading provider of network security and availability technology, will be the first client to employ Prismira services as an extension of an ongoing investor-relations engagement with LJ Consultants, one of Prismira's founding firms.

Prismira was co-founded by Lev Janashvili and David Purdy, whose experience encompasses investor and public relations, market research, strategic planning, and business consulting. "We created Prismira to deliver market research that addresses the increasing complexity and interconnectedness of consumer, commercial and capital markets," said Janashvili. "Regulatory changes and ready access to information have blurred boundaries among corporate constituencies. Corporations now require customized market research of broader scope and greater sophistication. That is what Prismira will provide."

"We reach a broader range of audiences with a richer set of analytical and statistical tools than traditional service providers such as consumer research or management consulting firms, investor relations or public relations consultancies," Purdy added. "With those tools we help clients discover how the attitudes, behaviors and intentions of one audience can help clients anticipate or explain important trends in other market audiences. The breadth of our corporate and consulting experience—including strategic analysis and planning, and operational management—gives us the ability to put that analysis to work for our clients."

Frank N. Magid Associates, a leading research-driven consulting firm, has signed on as Prismira's corporate partner. Magid brings to Prismira more than 45 years of broad-based research experience in almost every major industry, with clients in more than 37 countries. The

firm has advised industry leaders such as ABC, AOL TimeWarner, Met Life, Sony and GE as well as distinguished innovators such as TheStreet.com and Yahoo.com.

MessageBank, a New York-based provider of conference-calling services, has also partnered with Prismira, planning to offer Prismira polling services as a premium feature to its conferencing clients. With Prismira's QuickTakes service, MessageBank clients will be able to quickly gauge investor perceptions before and after milestone events such as quarterly earnings conference calls. MessageBank's roster of clients includes Morgan Stanley, Altria Group, Kraft Foods, ITT Industries, Scholastic Corp., The New York Times, Ericsson, Estee Lauder, The MONY Group, to name a few.

"Traditionally, financial, marketing and PR managers have spoken different languages, often without coordinating their efforts," said Vicki Cohen, SVP of Magid. "By partnering with Prismira, we will help companies understand and address all corporate audiences – with one voice."

"We are very excited about offering our clients Prismira's QuickTakes polling service," said Steven Fink, president of MessageBank. "QuickTakes will help our clients uncover what's really important to investors, analysts, the press and others before seminal events such as earnings announcements. After the event, QuickTakes gauges market perceptions of the announcement – its content and overall effectiveness. Utilizing QuickTakes on a periodic basis should help clients continuously improve the alignment of stakeholder perceptions with corporate reality. This is a highly complementary offering to our premium conference call service."

About Prismira, Inc.

Prismira offers a full spectrum of research and consulting services designed to identify, interpret and address the stakeholder perceptions, behaviors and intentions that affect corporate performance and reputations. The company was co-founded by Lev Janashvili, president of LJ Consultants, Inc. (www.ljconsultants.com) and David Purdy, president of Purdy & Company, Inc. (www.purdyinc.com).

About Frank N. Magid Associates

Frank N. Magid Associates is a client-centered, full-service, research-based strategic consulting firm. Founded in 1957, the firm has a staff of more than 350 people serving clients in every state in the U.S. and in 37 countries around the world. The firm's client base includes industry leaders such as ABC, AOL TimeWarner, Met Life, Sony and GE as well as distinguished innovators such as TheStreet.com and Yahoo.com.

About MessageBank

MessageBank is focused exclusively on providing conference calling services to the Investor Relations and Financial Communication marketplace. The company coordinates hundreds of earnings, guidance and other analyst conference calls for large, mid and small cap publicly held companies. The firm's roster of clientele includes companies such as Morgan Stanley, Altria Group, Inc., Kraft Foods, ITT Industries, Scholastic Corp., The New York Times, Ericsson, Estee Lauder, The MONY Group to name a few.