

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### INSIGHTBUSINESS UTILIZES HARVEST CONSULTING FOR STRATEGIC MARKETING INITIATIVES

CINCINNATI, Ohio (March 20, 2007) – InsightBusiness, the business-to-business division of Insight Communications, the ninth largest cable operator in the U.S., announced an agreement to utilize the consulting services of Harvest Consulting.

While terms of the agreement were undisclosed, the services to be provided include market analysis, competitive intelligence, customer purchase benchmarking, and qualitative research.

“Harvest Consulting’s ability to deliver timely and high-quality, customer-centric qualitative research was a major factor in our selecting them as a B2B partner” said Tuck Stites, director of marketing and product management for InsightBusiness. “They will provide strong guidance in linking our marketing initiatives with product development and sales in order to help us improve our customer retention and customer acquisition programs.”

“InsightBusiness is an innovative and progressive business-to-business provider of high-speed Internet, video and web hosting. Harvest Consulting is pleased to work with Insight to capture the voice of their customers, provide analysis of competitive challenges, and prove out Insight’s product and services efficacies,” said Scott Jacobs, owner and marketing strategist for Harvest Consulting.

#### **About Insight Communications**

Insight Communications is the ninth largest cable operator in the United States with approximately 1.4 million customer relationships in the four contiguous states of Illinois, Kentucky, Indiana and Ohio. Insight offers bundled, state-of-the-art analog and digital video, high-speed Internet and voice telephony services to its customers. For more information on Insight Communications, please visit [www.insightcom.com](http://www.insightcom.com).

#### **About Harvest Consulting**

Since 1981, Harvest Consulting has increased sales and market share for companies in the telecommunications, manufacturing, health care, and consumer packaged goods industries. Harvest Consulting combines voice of the customer interviewing techniques, secondary data gathering, and competitive analysis to develop focused marketing strategies.

For more information about Harvest Consulting, contact Scott Jacobs at (513) 271-5630, or visit [www.harvestconsultingllc.com](http://www.harvestconsultingllc.com).