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Lux Research Names Donald Best as Managing Director, Americas

Senior IDC executive brings extensive experience in scaling information businesses

Boston, Massachusetts – November 10, 2008 – Lux Research, Inc., the leading market intelligence and strategic advisory firm for energy, cleantech, and science-driven innovation, today announced that Donald Best has joined as Managing Director to oversee all aspects of Lux Research’s American sales and marketing, with specific emphasis on growing the firm’s presence in the Americas.

“I am delighted that we have been able to strengthen our executive team with the addition of Don. He is a veteran of building lasting relationships with clients, leading IDC to become one of the largest research firms in the information technology area,” said Lux Research CEO Dennis Philbin. “Don will be instrumental in taking Lux Research to the next level as we build out our global presence in EMEA, Asia, and the Americas. With our recently announced expansion into water technologies and plans to introduce future new initiatives, Don’s skills in listening and responding to market demands will be essential in expanding our footprint.”

Prior to joining Lux Research, Don spent 23 years at IDC Research, Inc., a global market intelligence company with operations in 60 countries. He most recently headed up the worldwide sales organization for IDC and was a key member of the executive leadership team. Don was also responsible for corporate marketing and strategy at IDC, and he sat on the U.S. corporate accounts management review board of IDG, IDC’s parent company and the leader in IT media. Don received a master’s degree from the Fletcher School of Law and International Relations at Tufts University, where his work focused on the effects of intellectual property protection on developing economies. He also graduated from the College of New Jersey, where he currently serves on the board of the School of Business.

Don Best can be emailed at donald.best@luxresearchinc.com or reached by telephone at 646-805-9461.

About Lux Research:

Lux Research provides strategic advice and on-going intelligence for emerging technologies. Leaders in business, finance, and government rely on us to help them make informed strategic decisions. Through our unique research approach focused on primary research and our extensive global network, we deliver insight, connections, and competitive advantage to our clients. Visit www.luxresearchinc.com for more information.

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