



FOR IMMEDIATE RELEASE

MCF CORPORATION CLOSES ON THE MEDPANEL, INC. TRANSACTION

MedPanel, Inc. is renamed Panel Intelligence,™ LLC to Offer Primary Research Services in New Industries

San Francisco and Cambridge, Mass. – April 18, 2007 – MCF Corporation (AMEX: MEM) today announced that it has completed the acquisition of MedPanel, Inc., an online medical market intelligence firm. With the closing of the transaction, MedPanel, Inc. becomes Panel Intelligence, LLC, a wholly owned subsidiary of MCF Corporation. The MedPanel brand will be retained as the health care and life sciences primary research product for industry clients and institutional investors.

“The initial reception to Panel Intelligence from our current and prospective clients has been excellent,” commented Jon Merriman, chairman and chief executive officer of MCF Corporation. “We expect that this new MCF subsidiary will rapidly contribute to faster growing and more profitable recurring revenue opportunities for our firm.”

MCF Corporation paid \$6.5 million in common stock for MedPanel, Inc. MCF Corporation registered the 1,548,119 shares of common stock for resale with the Securities and Exchange Commission prior to the closing of the transaction. Also, the selling stockholders will be entitled to additional consideration on the third anniversary from the closing, based upon MedPanel achieving specific revenue and profitability milestones. The payment of the incentive consideration will be 50% in cash and 50% in the Company’s common stock and may not exceed \$11,455,000.

Panel Intelligence intends to expand its research services to additional vertical markets. Will Febbo, chief executive officer of MedPanel will continue as chief executive officer of Panel Intelligence, LLC and will become a member of MCF Corporation’s board of directors.

About Panel Intelligence, LLC and MedPanel

Panel Intelligence, LLC, a global organization based in Cambridge, Mass., offers a powerful online research platform providing clients deeper insights and better efficiency for investment decisions, product development, and marketing. Its product, MedPanel, offers customized qualitative, quantitative and syndicated health care and medical research, and is best known for its in-depth, customized online focus groups. By leveraging its proprietary methodology, online platform and vast network of medical experts, MedPanel is uniquely positioned to provide greater access, compliance, insights and productivity to clients in the biotechnology, pharmaceutical, medical device and financial industries.

About MCF Corporation

MCF Corporation (AMEX: MEM) is a financial services holding company that provides investment research, capital markets services, corporate and venture services, investment banking, asset management and primary research through its operating subsidiaries, Merriman Curhan Ford & Co., MCF Asset Management, LLC and Panel Intelligence, LLC.

Note to Investors

This press release contains certain forward-looking statements based on our current expectations, forecasts and assumptions that involve risks and uncertainties. Forward-looking statements in this release are based on information available to us as of the date hereof. Our actual results may differ materially from those stated or implied in such forward-looking statements, due to risks and uncertainties associated with our business, which include the risk factors disclosed in our Form 10-K filed on February 14, 2007. Forward-looking statements include statements regarding our expectations, beliefs, intentions or strategies regarding the future and can be identified by forward-looking words such as “anticipate,” “believe,” “could,” “estimate,” “expect,” “intend,” “may,” “should,” “will,” and “would” or similar words. We assume no obligation to update the information included in this press release, whether as a result of new information, future events or otherwise.

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