



**FOR IMMEDIATE RELEASE**

**PANEL INTELLIGENCE EXPANDS ITS RESEARCH EFFORTS  
TO INCLUDE CLEAN TECHNOLOGY**

**CAMBRIDGE, MASS. – September 17, 2007** – Panel Intelligence, LLC, a leader in independent primary research and a wholly owned subsidiary of MCF Corporation (AMEX: MEM), today announced that it has officially launched its Clean Technology (“CleanTech”) research practice. “CleanTech” encompasses technologies that reduce humans’ impact on the environment, including Next-Generation Energy<sup>SM</sup> and environmental technologies.

“Today’s launch of the CleanTech vertical marks the expansion of Panel Intelligence’s primary research,” said Will Febbo, chief executive officer of Panel Intelligence. “Eight years ago, my partners and I built a platform for health care investors and professionals to tap into the brightest minds in their industry, and today we’re extending that platform to include CleanTech. As with our health care vertical, the CleanTech practice is built on a network of industry and policy experts, which is plugged into our already powerful primary research platform.”

Panel Intelligence announced last week the appointment of David H. Kurzman to head the new research group. Kurzman, a CleanTech industry veteran, brings with him an extensive network of CleanTech and financial relationships as well as deep industry knowledge.

“The CleanTech industry has reached a tipping point – there are hundreds of public and private companies competing for institutional capital,” said Kurzman. “What we provide is more than the typical ‘matchmaking’ service. We are creating an extensive network of thought leaders and experts in the industry, and we are rigorous in how we construct our panels. We go an additional step as well: we add value for our clients by helping them to develop their queries, ask effective follow-up questions and interpret the results of the panel. We capture knowledge from the best minds in the industry, which we then synthesize for our clients in a stand-alone professional report.”

At 10:15 a.m. (PT) today, Kurzman will host the Energy Efficiency panel at Merriman Curhan Ford & Co.’s Investor Summit at the Mark Hopkins Hotel in San Francisco.

## **About Panel Intelligence and MCF Corporation**

Panel Intelligence, LLC, based in Cambridge, Mass., offers custom research services and published primary research to industry clients and investment professionals through online panel discussions, quantitative surveys and an extensive research library. Panel Intelligence is positioned to provide greater access, compliance, insights and productivity to clients in the biotechnology, pharmaceutical, medical device and financial industries – and now in CleanTech. Please go to [www.panelintelligence.com](http://www.panelintelligence.com) for more information.

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. MCF is focused on providing a full range of specialized and integrated services to institutional investors and corporate clients.

### *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-Q filed on August 7, 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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