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For Immediate Release
August 24, 2006

M/A/R/C[®] Research joins the Blogosphere

M/A/R/C[®] Research has recently launched a corporate blog, authored by President and CEO, Merrill Dubrow. The senior team at M/A/R/C decided to create a blog to engage communication with clients and those in the marketing research industry to share ideas and disseminate information in a forum setting.

“In the new age of technology, we thought it would be a good idea to open a dialogue with people in the business community,” stated Dubrow. “In keeping with that idea I have started a blog. This will be another way to communicate with clients and industry contacts to get opinions in real-time.”

Topics already posted for discussion include: AMA past Presidents and leaders in the marketing research industry; the growing research conference calendar; the definition of leadership; service kudos for a pet store; and thoughts on quotes, books and other articles.

The M/A/R/C Research blog can be found at www.marcresearchblog.com.

M/A/R/C[®] Research is a full-service marketing research and consulting firm that uses innovative qualitative and quantitative methodologies to help clients launch better products and services, find new and valuable customers, and build stronger brands.