

FOR IMMEDIATE RELEASE:

August 2010

Media Contact: Kim Osterberg

1.800.884.6272 ext 0465

kim.osterberg@marcresearch.com

M/A/R/C® Research Partners with WiseWindow

M/A/R/C Research begins to utilize MOBI, powered by WiseWindow

Dallas--M/A/R/C Research is excited to announce their new partnership with WiseWindow. The collaboration enables M/A/R/C to add MOBI®, powered by WiseWindow, to their methods of research. MOBI, or Mass Opinion Business Intelligence, is the first web measurement technology that converts the millions of unsolicited opinions expressed online everyday by the general public into actionable data for businesses.

MOBI uses newly created and patented state-of-the-art technologies of cloud computing, deep website crawling, relevance recognition and statistical natural language analysis. Previous generations of technology are dependent on keyword searches which have proven to skew and limit what can be discovered. Conversely, MOBI's Domain Discovery technology finds and analyzes all opinions about an industry and returns related opinions without the aid of any presupposed keywords. MOBI actually discovers new relationships on its own.

"M/A/R/C and WiseWindow are a logical fit," says Merrill Dubrow, President and CEO of M/A/R/C Research. "With millions of comments on the web every month, we truly believe this partnership will allow our clients to understand what those comments mean and be able to react in a timely fashion to move their business forward quickly."

"For the first time, companies can know who is talking about them and what they are saying as it happens," says Marshall Toplansky, President of WiseWindow. "With the aid of MOBI, M/A/R/C clients will now be able to use social media to gain a competitive advantage."

M/A/R/C will use MOBI as a tool to help companies learn everything that is being said about them, their products and their industry. On a continuous, 24/7 basis, MOBI collects and analyzes hundreds of millions of online comments about an industry, brands and products. Companies are given aggregated data on those comments that is unsolicited, live and in real-time.

About M/A/R/C® Research

M/A/R/C® Research (www.MARCresearch.com) is a custom marketing research firm dedicated to helping our clients create, evaluate, and strengthen their brands. Our teams design and execute qualitative and quantitative, traditional and online solutions while adhering to a client-service ethic built on being easy to work with and delivering what is promised.

Our core competency is measuring attitudes and behaviors to accurately explain and predict market share, revenue, and bottom line impact of a client's actions. M/A/R/C has been successfully designing, executing and analyzing studies to help clients across a range of industries since 1965. We deliver research answers with a business perspective in the language of decision-makers.

We help our clients address consumer, channel, and B2B marketing issues to launch better products and services, attract and retain valuable customers, and build stronger brands. Our continuum of proven, marketing-issue focused solutions support clients' brand building efforts.

Our client-service locations are in Dallas, TX (headquarters); Greensboro, NC; Nashville, TN; New York, NY; and St. Louis, MO.

M/A/R/C Research is part of the Omnicom Group Inc. (NYSE:OMC) (www.omnicomgroup.com). Omnicom is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional marketing, public relations, and other specialty communications services to over 5,000 clients in more than 100 countries.

About WiseWindow

Irvine, CA-based WiseWindow provides a new generation of web measurement technology that goes far beyond traditional keyword searches to mine and analyze the millions of opinions expressed in social media each day, identify only those that relate to a given company or product, and then refine those opinions into actionable reports. The measurement, called Mass Opinion Business Intelligence (MOBI), was developed by some of the industry's leading experts in web measurement, cloud computing and market research and can discover things like total share of opinion, how it changes over time and how it correlates with share of market – measurements that have never been available through market research. Using standard syndicated reports and online tools that track what customers think, what they want, who they follow and what they'll buy, WiseWindow provides relevant, actionable decision support to senior executives, marketers and market researchers. More information can be found at www.wisewindow.com.

###