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For Immediate Release
September 24, 2007

M/A/R/C® Research Announces Two Executive Promotions

Amy Barrentine and Randy Wahl promoted to Executive Vice President



IRVING (Dallas) September 21, 2007 – M/A/R/C® Research, a full service marketing research and consulting firm, announces that Amy Barrentine and Randy Wahl have both been promoted to Executive Vice President. Barrentine has been with M/A/R/C for the past 28 years and is also General Manager. Wahl leads the Advanced Analytics group and has been with M/A/R/C for 18 years.

“Amy & Randy have been key contributors for M/A/R/C Research for many years. Their understanding of research and solving client problems is the best in the industry,” said Merrill Dubrow, President and CEO of M/A/R/C. “I am looking forward to working with both of them to move M/A/R/C Research to the next level.”

Barrentine has been a leader in developing methodologies that bring forth the intrinsic value of research. She provides clients with the ability to anticipate the needs, desires and reactions of their customers and transform complex information into an understandable, effective plan of action.

In addition to leading the client service team for Assessor®, M/A/R/C’s new product forecasting and optimization solution, Barrentine has extensive experience in brand essence evaluation, segmentation, optimization and market performance tracking. Her broad industry experience includes all types of consumer packaged goods, as well as financial services, restaurants, and pharmaceutical products. Barrentine holds a Bachelor of Science degree in Business Management with a Marketing concentration from Texas A&M University.

As the leader of the Advanced Analytics group, Wahl offers clients a distinctive approach to solving marketing problems by adapting best in class statistical and analytic methods to meet the informational needs of a dynamic marketplace. With a specialization in new product forecasting and a natural tendency toward innovation, Wahl has delivered breakthrough applications across industries; most recently in pharmaceutical and business to business research.

During the past 18+ years, Wahl has acquired diverse industry experience including consumer packaged goods, pharmaceuticals, personal computers, peripherals, cellular phones, and financial services. Wahl earned his M.B.A. in Marketing and undergraduate degrees in Finance and International Marketing from the University of Texas.

