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For Immediate Release
June 2, 2009

Sutherland Promoted to General Manager at M/A/R/C® Research

*Betsy Sutherland to lead M/A/R/C's Greensboro office,
Kevin Robertson moves to lead new business development efforts*



IRVING (Dallas) June 2, 2009 – M/A/R/C® Research, a full service marketing research and consulting firm, announces that Betsy Sutherland has been promoted to General Manager of the Greensboro, North Carolina office. Sutherland has been with M/A/R/C for the past 21 years. She will be assuming the role from Kevin Robertson, who will now be leading new business development efforts and establishing relationships with the Omnicom/DAS sister-agencies.

“Leading the Greensboro team and keeping the client relationships I’ve established over the years are the best of both worlds,” said Sutherland. “It’s a pleasure to work with such a seasoned team of researchers who are dedicated to

meeting our clients’ needs.”

Betsy is known for designing solutions for clients’ information needs and then linking research results to the business issues at hand. Her experience spans new product forecasting, product performance tracking, product and brand positioning, brand optimization and market segmentation. She has experience across a wide array of categories including financial services, OTC and Rx healthcare, consumer packaged goods, telecommunications and travel & leisure.

Sutherland earned her Master of Marketing Research degree from the University of Georgia. She earned her BBA from Brenau College where she graduated with Honors.

Kevin Robertson in his new role will build on the experiences he has gleaned working across a broad array of clients as General Manager of M/A/R/C’s Greensboro office. With more than 13 years experience in retail and consumer package goods analysis, customer loyalty programs, consumer insight strategies, and category management applications he has a lot to offer in helping potential clients solve address their research needs.

Robertson earned his BBA in Finance from Florida Atlantic University.