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### **Clay Dethloff joins M/A/R/C® Research to lead Qualitative Team**

IRVING (Dallas) June 17, 2010 – M/A/R/C Research, a full-service marketing research and consulting firm announces the addition of Clay Dethloff as Senior Vice President, Qualitative Services. He will be responsible for maintaining and improving the quality of qualitative research, identifying new and innovative research tools, and will lead the qualitative team. Clay has over 20 years qualitative experience in the marketing research industry.

“I am very excited to be working with Clay Dethloff. He is an experienced qualitative research executive whose 20 years of experience will be an incredible asset in working with our clients and staff,” said Merrill Dubrow, CEO and President at M/A/R/C Research. “Clay is very respected in the research community and very happy to have him on our team.”

Clay has overseen and conducted qualitative research projects using traditional methods such as focus groups, one-one-one interviews, and telephone interviews as well as conducting online research using bulletin boards and chat focus groups. He has conducted research studies in over 20 countries and has trained over 300 interviewers and analysts globally in the laddering/values research methodology.

In addition, Clay has spoken at industry conferences and co-authored a paper titled “Advancements in Laddering.” He graduated with honors from the University of Texas at Dallas.