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## **M/A/R/C<sup>®</sup> Research Announces Appointment**

*Fred Van Tatenhove promoted to Vice President*

IRVING (Dallas) March 28, 2006 – M/A/R/C<sup>®</sup> Research, a full service marketing research and consulting firm, announces that Fred Van Tatenhove has been promoted to Vice President. Van Tatenhove has been with M/A/R/C for the past 6 years as an Account Director.



“We are very excited that Fred Van Tatenhove will join the officers group at M/A/R/C Research” said Merrill Dubrow, President and CEO of M/A/R/C. “Fred has successfully delivered insight and strong customer satisfaction ratings year after year on some of our largest accounts. As a seasoned veteran of Assessor, we look to Fred’s knowledge, experience and leadership as we continue to grow and train new talent for the years to come.”

Van Tatenhove is a 35 year veteran of the research community and has experience in strategic planning and new product development across a variety of industry areas with special emphasis on consumer packaged goods.

“Fred has done a great job partnering with a variety of our most valuable core accounts. Fred’s positive attitude, energy and leadership are an asset to M/A/R/C and our clients” said Amy Barrentine, Sr. Vice President and General Manager of M/A/R/C.

Fred earned his B.A. from Hope College in Holland, Michigan, and his M.B.A. from the University of Michigan.