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M/A/R/C[®] Research Announces Four Executive Promotions

IRVING (Dallas) February 20, 2008 – M/A/R/C[®] Research, a full service marketing research and consulting firm, announces that Gwen Amador, Lisa Smith, Jonathan Hook, and Dr. Frank Wyman have been promoted to Vice President. “I am very excited to have Gwen, Lisa, Jonathan and Frank in the leadership group at M/A/R/C,” said Merrill Dubrow, President and CEO at M/A/R/C Research. “I love their energy, insight and dedication and am looking forward to working with each of them to exceed all of our goals in 2008 and beyond.”

Gwen Amador has been with M/A/R/C 11 years and is the Account Director for one of M/A/R/C’s largest clients. She has over 15 years of customer satisfaction and research experience and works with her clients to develop customer-focused solutions and loyalty tracking programs. “Gwen is a great asset to M/A/R/C. She consistently delights her clients with superior service” said Susan Hurry, Senior Vice President at M/A/R/C. Amador has represented M/A/R/C as a presenter at past conferences including IIR’s The Market Research Event. Her experience covers a wide range of industries including fast food, lodging, financial, and healthcare. Amador earned her MBA from Southern Methodist University.

Lisa Smith, Jonathan Hook, and Dr. Frank Wyman are all part of the Advanced Analytics team at M/A/R/C. “Lisa, Jonathan, and Frank have continually demonstrated the ability to move our clients’ business forward. I look forward to working with them as part of the company’s leadership team,” said Randy Wahl, Executive Vice President at M/A/R/C.

Lisa Smith has been an integral part of the Advanced Analytics team for over 15 years. She has assessed the business potential of hundreds of new products, line extensions and brand restaging propositions. She has an extensive knowledge of marketing issues and quantitative research methodologies and her experience spans industries such as snacks, beverages, restaurants, healthcare, and electronics. Smith earned her MBA from the University of Texas.

Jonathan Hook provides marketing and research consultation concerning new business opportunities. Hook has over 11 years of research experience in a variety of industries including healthcare, insurance, consumer packaged goods, electronics, and direct marketing. Hook earned his BBA from Southern Methodist University.

Dr. Frank Wyman joined M/A/R/C in 2005 and has over 20 years of experience in research. While his skills span the entire range of advanced analytic techniques for marketing research, he specializes in customized conjoint and discrete choice analysis, pricing analysis, and segmentation. He is especially experienced in the pharmaceutical arena. He also represents M/A/R/C at various conferences and is a highly respected presenter and educator. Wyman earned his Ph.D. in Behavioral Statistics from Baylor University.