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M/A/R/C[®] Research Announces Appointment

Susan Hayes joins as Account Director



IRVING (Dallas) October 18, 2006 – M/A/R/C[®] Research, a full-service marketing research and consulting firm, announces that Susan Hayes has joined the company as Account Director. Susan has more than 18 years experience generating insights for the strategic development of new products and services, marketing communications and advertising, and brand positioning and imagery.

“We are excited to have Susan join M/A/R/C. We are confident she will provide our clients the superior insight and service they expect from M/A/R/C” said Susan

Hurry, Sr. Vice President and General Manager of M/A/R/C Research. Hayes also expressed her enthusiasm about joining the team, “I look forward to sharing my experiences and contributing to the highly talented team at M/A/R/C.”

Before joining M/A/R/C Research, Hayes was President of her own market research consulting firm, Hayes Consulting, L.L.C., which specialized in generating and leveraging consumer insights through strategic market research. Prior to starting her own company, Hayes spent five years at Kraft Foods as Category Insight Manager for the Consumer Insights & Strategy Division where she guided strategic direction of consumer relationship management, consumer services, online health and wellness initiatives and led the research for an e-Commerce start-up venture. She was previously Senior Manager of Global Marketing Research for Mead Johnson Nutritionals where she focused on new product development for health and wellness programs, specifically women’s nutritional products. Hayes also spent seven years at Hallmark Cards where she provided market research for the development, test market and launch of an alternative card line and managed marketing research efforts for the Advertising and Promotions Division. In addition, Hayes has taught Marketing Research to graduate and undergraduate students at Avila College in Kansas City.

Hayes earned a Bachelor of Science in Administrative Management from Clemson University followed by a Master of Marketing Research from the Terry College of Business at the University of Georgia. She is an active member of the Marketing Research Association and the MMR Alumni Association, and is currently on the Nashville AMA Board as Research Chair.

