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M/A/R/C® Research Promotes Tony Amador to Senior Vice President



IRVING (Dallas) April 22, 2008 – M/A/R/C® Research, a full service marketing research and consulting firm, announces the promotion of Tony Amador to Senior Vice President. Amador leads M/A/R/C's client development group as well as the company's marketing efforts.

“Tony has been a valued M/A/R/C employee over the past 17 years,” said Merrill Dubrow, President and CEO of M/A/R/C. “During that time he has made a significant contribution in a number of different roles in the company. I am really excited to be working with Tony and have him play a more prominent role moving forward.”

Amador's focus over the past few years has been building relationships with other Omnicom sister-agencies. He works closely with his clients to develop research programs that get them in touch with their customers and help improve business performance.

Amador earned his B.A. in Management from West Texas A&M University.