

Media Contact: Kristy Hoover  
1.800.884.6272 ext 0465 or  
kristy.hoover@marcresearch.com

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

### *Will Leskin named Vice President*

IRVING (Dallas) August 29, 2005 – M/A/R/C<sup>®</sup> Research, a full-service marketing research and consulting firm, announces that Will Leskin has joined as Vice President. He will be responsible for the continued development and growth of M/A/R/C's qualitative division.

"We are excited to have Will join our team" said Merrill Dubrow, President and CEO of M/A/R/C. "He has tremendous experience and a solid reputation as a moderator in the healthcare field. His arrival comes at a great time as we are expanding our presence in the healthcare industry."

Leskin has over eleven years of experience in the market research industry as a consultant and highly accomplished moderator. He has experience working with pharmaceuticals, biotechnology companies, laboratories, and other healthcare related areas in addition to business and consumer issues and government agencies. He has moderated both traditional in-person and telephone focus groups with physicians of almost every specialty, physician extenders, other clinician types and diagnosticians, healthcare workers, MCO Medical Directors and Pharmacy Directors, patients, activists, and business professionals and consumers. Leskin has been the primary moderator on many studies with both clinician and patient components and has worked in numerous disease states and therapeutic categories. In addition, Mr. Leskin has been involved with study design and final analysis on numerous qualitative research projects with patients and consumers on issues regarding customer satisfaction, retention, and compliance and persistency.



"I am thrilled with the opportunity to join the outstanding M/A/R/C team of researchers and consultants. M/A/R/C's long history of industry leadership and innovation makes it the perfect place for me to call home" said Leskin. "I foresee great synergy between M/A/R/C's current products and services and the qualitative research group that I will be heading up. A dedicated in-house qualitative research capability gives M/A/R/C's customers an expanded offering which provides increased value and knowledge base continuity. M/A/R/C has a great staff and I am proud to be one of them."

Leskin is an active member of Qualitative Research Consultants Association (QRCA). He obtained his undergraduate degree from VA Commonwealth University and a M.F.A. from the American Conservatory Theatre.