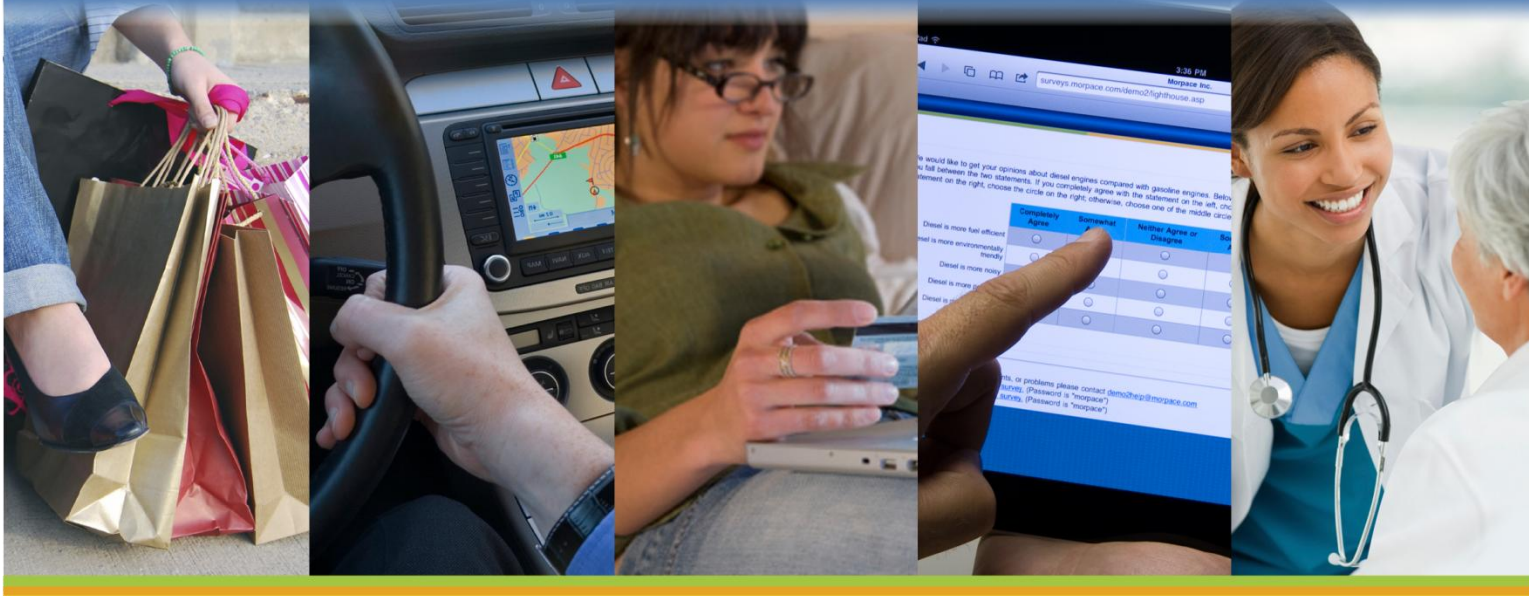


ABOUT MORPACE



Morpace Overview

Morpace has a long history of providing innovative solutions to our clients' business challenges. Established in 1941, Morpace is headquartered in Detroit with offices in Los Angeles, London, and Shanghai.

Our industry experts and research professionals understand how to use consumer information to positively influence your target audience. We identify the problem, collect, analyze and report the data with recommendations for new strategies that favorably impact your organization.

Our unique, creative services combined with the scope of our innovative solutions, industry expertise, advanced analytics, and commitment to quality provide the service and results you require.

Quality processes are at the core of our research approach and a hallmark of our work. That's why we are certified to meet the internationally respected ISO 2001:2008 quality measurement standard. We also conduct a customer satisfaction survey each year, measuring our performance in quality, service and expertise. Our practice groups have consistently scored between 90-100 percent in "meeting or exceeding client needs" in each of these areas.

Morpace Inc - Headquarters

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Innovative Solutions: From Dashboards and Design Network™ to Message Builder™ and B-Link™, we provide innovative solutions to meet your research needs, supporting your goals in branding and communications, product development and customer experience management, including satisfaction, retention and loyalty.

Industry Expertise: We specialize in providing research solutions to industries such as automotive, consumer packaged goods (CPG), financial services, healthcare, retail and technology. Each project is managed by a seasoned practice leader to ensure that you will benefit from our collective hands-on experience.

Advanced Analytics: Morpace employs a staff of Ph.D. level research methodologists and sample design experts, who are industry-recognized thought leaders. Our Advanced Analytics Group provides you with access to leading-edge quantitative research techniques to address business needs.

We offer an Impulse top-rated focus group facility at our headquarters in suburban Detroit. Morpace was named one of the fastest growing market research firms in the U.S., according to *Marketing News Magazine's* Honomichl 2011 Top 50 Report.

Please contact Morpace at **248.737.5300** or **information@morpace.com** for more information.

