

NEWS RELEASE

For Immediate Release

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Morpace placed 36th on *Marketing News*' 2010 Honomichl Top 50 List

FARMINGTON HILLS, MI (June 21, 2010) – *Marketing News* Magazine has ranked Morpace Inc. as the 36th largest market research firm on the 37th annual Honomichl list of top 50 market research firms across the United States. The list was published in the June 2010 issue of *Marketing News*, an American Marketing Association (AMA) publication.

Honomichl chose the top 50 market research companies based on 2009 revenues. The report is published by AMA and *Inside Research*, a one-source authoritative report founded in 1990 by Jack Honomichl, the leading market research industry authority. Morpace has regularly been featured on the list over the last two decades.

“The last couple of years have been challenging for the market research industry but we have made significant strides this year by adding new solutions, hiring talented professionals and enhancing our collective knowledge,” said Morpace CEO Frank Ward.

Morpace is expecting to achieve more than 20 percent growth in 2010 year-over-year results, and anticipates being on the Honomichl list for many years to come. “We’re very optimistic about the future in both the short-term and long-term,” Ward said.

“Having spent this many years on the Honomichl list is a significant accomplishment and is proof of the value we continue to offer clients from both a quantitative and qualitative standpoint,” Ward added.

About Morpace Inc.

Morpace is a full-service survey research and consulting organization specializing in automotive, financial services, health care, retail and technology. Morpace provides global expertise and proprietary solutions in four core areas: brand and communications; consumer choice; market and product development; and satisfaction and loyalty.

Morpace, an ISO 9001:2008 certified organization, is headquartered in Farmington Hills, Mich.