

NEWS RELEASE

For Immediate Release

Contact: Mike Scott, Marketing Director, 248.737.5300, x448, mscott@morpace.com

Morpace among fastest growing research firms according to Honomichl Top 50

FARMINGTON HILLS, MI (June 16, 2011) – Morpace Inc. is one of the fastest growing market research firms in the country, according to *Marketing News Magazine's* Honomichl Top 50 Report. Morpace Inc. is the 31st largest U.S. market research firm based on 2010 revenue.

Morpace growth was nearly 10 times the industry average, growing its revenue by more than 46 percent year-over-year. "The ranking is reflective of the successful year we had in 2010 due to the superior service of our research professionals and operational teams," according to CEO and Chairman Frank Ward.

"We're a people business and we have made a concerted effort to hire the best researchers in the business," Ward said. "Our consistently high customer service ratings reflect that commitment and our clients have noticed."

As revenues have risen, so has the size of the Morpace team, increasing by 31 percent since January 1, 2010.

The last couple of years have been challenging in general for the market research industry, but Morpace has been able to accelerate its growth by strengthening its relationships with client partners and increasing its global presence, Ward said. The company opened an office in Shanghai, China earlier this year.

Morpace is expecting additional growth in 2011. This continued growth is based on the company's drive to provide unique solutions that meet ever-changing client needs and its continued expansion into global markets in more than 50 countries.

"We continue to focus on delivering innovative solutions leveraging the latest in available technology to improve the timeliness, integration and actionability of information," Ward said.

About Morpace Inc.

Morpace is a full-service survey marketing research and consulting organization specializing in the automotive, financial services, health care, retail and technology industries. 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. with offices in Irvine, Calif., London, England and Shanghai, China.

About Honomichl 2011 Top 50 Report

The 38th annual Honomichl list of the top 50 market research firms across the United States was published in the June 2011 issue of *Marketing News*, an American Marketing Association (AMA) publication.

Honomichl chose the top 50 market research companies based on 2010 revenue. 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 been regularly featured on this respected list over the last two decades.