

NEWS RELEASE

For Immediate Release

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

Morpace Promotes David Myhrer to Senior Vice President

FARMINGTON HILLS, MI (October 20, 2011) – Morpace Inc., a leading market research and consulting organization promotes David Myhrer to Senior Vice President, Brand Strategy, effective immediately.

Myhrer has nearly 20 years of experience in the marketing research industry and is a specialist in strategic brand research including segmentation, positioning, brand portfolio management, marketing communications, and brand tracking. He has significant global research experience having managed a research office in Brazil before coming to Morpace.

Once he joined Morpace in 2007 Myhrer was placed in charge of its Brand Strategy team. Over the last four years Myhrer has helped Brand Strategy become the fastest growing team in the company by revenue. Morpace now conducts brand research every month in over 40 countries on behalf of Fortune 500 companies.

Myhrer's global impact at Morpace has included the development and execution of the Brand Barometer™, a solution that provides clients with strategic, qualitative insight about a brand. "Brand Barometer captures what feature consumers consider most desirable along with any perceived barriers, and is particularly effective for emerging consumer markets," said Myhrer. This product has allowed Morpace to expand its global business in countries such as Nigeria, Malaysia and South Korea.

In his expanded role Myhrer will continue to manage brand operations at Morpace while he assists in managing the company's international expansion strategies.

"David's demonstrated leadership, client commitment and creative problem solving skills are an impressive combination of attributes which are highly valued by Morpace," said Morpace CEO Frank Ward. "His contribution helped us achieve growth of over 40 percent in 2010, with further expansion in 2011 as well."

Prior to joining Morpace, Myhrer worked for Synovate Motoresearch where he was Vice President. There he specialized in brand positioning and portfolio strategy, where he conducted both ad hoc and tracking studies.

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 Detroit with offices in Los Angeles, London, and Shanghai.