



Press Release

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GfK MRI ranked No. 1 syndicated research provider

Findings of satisfaction ratings for research suppliers

New York, September 1, 2010 – Buyers of syndicated market research ranked GfK MRI #1 in Overall Satisfaction, based on seven attributes, as well as #1 in Value for Money in the fifth annual Survey of Market Research Provider Quality and Value, conducted by Inside Research and Prevision Corporation. GfK MRI also took top honors in the 2008 and 2006 surveys.

Survey respondents are key buyers of market research. Their average annual market research spending is \$9.7 million. Those employed by CPG firms reported average market research spending of \$18 million annually. In the survey, 331 market research buyers were asked to identify and score the research suppliers they had used in the past 18 months. Averages were then computed for each supplier.

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GfK MRI Ranks #1 Overall Satisfaction and Value for Money Category: Syndicated Market Research (Rating based on 1-5 scale, with 5 the highest rating)		
Five Highest Rated Suppliers	Overall Satisfaction Score	Value for Money Score
GfK MRI	4.1	4.1
Nielsen Panel	3.8	3.6
Nielsen Scanner	3.8	3.6
Experian Simmons	3.8	3.8
comScore (Media Metrix)	3.7	3.8
<i>Source: 2009 Survey of MR Provider Quality and Value, as reported by Inside Research, September 2010. Fielded between January and July of 2010</i>		

"What's most gratifying about the results of this survey is that we have launched a record number of research initiatives over the past five years, and have worked hard to make sure they consistently answer the market's need for more granular and innovative research tools," said Kathi Love, GfK MRI President and CEO. "The fact that the industry has ranked us the #1



syndicated research company for the third time in the five years since this survey began is a fitting testament to GfK MRI's terrific research practitioners and sets a very high bar for them to reach and surpass going forward."

For more information on the 2009 Survey of Market Research Provider Quality and Value, please contact Tim Davidson (TDavidson@PrevisionSurveys.com).

About GfK MRI

GfK MRI has a singular goal: to provide the clearest and most detailed view of American consumers--who they are, what they buy, how they think, and the best ways to reach them. Founded in 1979, GfK MRI is the country's leading provider of magazine audience ratings, multimedia research data and penetrating insights into consumers' behavior and motivations.

When conducting its national Survey of the American Consumer, GfK MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of more than 6,000 products in 550 categories, their lifestyles and their attitudes. Because these interviews are structured as an area probability study, the results are projectable to the entire U.S. adult population. The Survey also serves as a foundation for an array of innovative GfK MRI research products that answer the market's need for granular, cross-media and consumer-focused information.

For further information on GfK MRI, visit our Web site www.gfkmri.com. And, join us on Facebook (www.facebook.com/GfKMRI) and Twitter (www.twitter.com/GfKMRInews).

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The GfK Group

The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It delivers a comprehensive range of information and consultancy services in the three business sectors Custom Research, Retail and Technology and Media. The no. 4 market research organization worldwide operates in more than 100 countries and employs over 10,000 staff. In 2009, the GfK Group's sales amounted to EUR 1.16 billion. For further information, visit our website: www.gfk.com. Follow us on Twitter: www.twitter.com/gfk_group.