



FOR IMMEDIATE RELEASE

MRI and GEOSCAPE TO PROVIDE HISPANIC CONSUMER INTELLIGENCE LINKAGES

'Hispanicity' Segments Will Add Acculturation Dimensions to MRI Syndicated Research

Mediamark Research & Intelligence (MRI) and Geoscape® announced that Geoscape's Hispanicity™ database will soon be available via MRI's MEMRI system.

In addition to the link with MEMRI, MRI clients will be able to access Hispanicity—which is Geoscape's Hispanic consumer acculturation segmentation database—through IMS and Telmar.

In a subsequent move, Geoscape will become a third-party processor of MRI data, offering it online via the Geoscape Intelligence System's BehaviorBase™ module.

"Now MRI clients will have a convenient way to glean more actionable consumer insights about the Hispanic population," said Anne Marie Kelly, SVP, Marketing and Strategic Planning, MRI. "Access to the Hispanicity segments will provide them with the ability to target their creative and their messaging to the Hispanic population based on their degree of acculturation."

"MRI is one of the most respected and widely-used research resources in America, the linkage with Geoscape will enable wider and faster access to thousands of corporations anxious to capitalize on the rapidly growing Hispanic opportunity" according to Cesar M Melgoza, President of Geoscape.

MRI contains thousands of data points on media and consumer spending down to the brand and channel level. Its studies measure consumers across the nation with a well-honed methodology used by hundreds of companies.

About MRI...

Founded in 1979, MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from Survey of the American Consumer (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies. The company's 26,000 in-home interviews each year represent the biggest survey of its kind.

MRI Starch, a leader in providing marketing intelligence of print advertising effectiveness, is a division of MRI.

MRI is part of GfK Group AG, Nuremberg, Germany. The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering more than 100 countries. Of a total of approximately 10,000 employees, more than 80% are based outside Germany.

About Geoscape

Geoscape serves its clients by providing business strategy, analytics, databases and automated intelligence systems. The online Geoscape Intelligence System (GIS), the DirecTarget database enrichment system and a variety of geo-demographic, consumer, business and media databases enable actionable insights that lead our clients to gain significant business advantages. Geoscape is a portfolio company of Goldman Sachs, Inc. with principal offices in Miami. Geoscape is pleased to have served most of the Fortune 500 corporations over the last several years.

Press Contact:

Aviva Rose-Avila or Jenna Stone at 1-888-211-9353; info@geoscape.com; www.geoscape.com

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