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InsightExpress Expands Ignite CPG Through Partnership with Kantar Shopcom

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Ignite CPG Advances Industry By Joining Best in Class Data Providers

STAMFORD, CT – December 16, 2011 -- **InsightExpress**, a leading marketing research and data analytics firm, today announced it is expanding its Ignite CPG research solution through a partnership with Kantar Shopcom. With this relationship, Ignite CPG marries InsightExpress' digital ad measurement capabilities with Kantar Shopcom's multi-channel, point-of-sale purchase behavior dataset of over 231 million U.S. consumers covering CPG, retail, entertainment, auto and services. The result is unprecedented insight into the ROI of advertising campaigns, offering marketers a deeper understanding of how ad exposure drives in-store buying behaviors.

Ignite CPG is an extension of InsightExpress' Ignite Network specifically targeted to support the consumer packaged goods industry. Launched in January 2011, the award winning Ignite Network is the world's largest panel-based data analytics and research platform, bringing together unmatched scale with the power of consumer insight. As the first platform to combine the power of big data analytics with the industry's most recognized sample providers, the Ignite Network advances the scope of what media measurement can accomplish. By linking online ad exposure to the Ignite Network, InsightExpress is able to substantially increase research quality and enable new measurement opportunities including the ability to quantify advertising impact on offline sales of consumer packaged goods.

Conceived as an integrated measurement approach and now combined with the power of The Shopcom Data Platform™, one of the largest purchase behavior datasets in the industry, Ignite CPG evaluates advertising across several dimensions including: media plan targeting efficiency, consumer response to a brand, and offline sales impact.

"The ability to combine Kantar Shopcom's consumer point-of-sale purchase behavior data with our digital ad measurement data offers CPG marketers yet another opportunity to extract the most benefit from their marketing accountability research," said Marc Ryan, SVP, Chief Research Officer at InsightExpress. "We are excited to welcome Kantar Shopcom to our roster of data partners and we look forward to arming our clients with a deep and comprehensive view of their CPG marketing performance."

"Kantar Shopcom is pleased to partner with InsightExpress to deliver actionable insights enabling more connected, more effective and more profitable brand communication for marketers and their partners," said Katie Casavant, CEO, Kantar Shopcom. "Collaborating on behalf of our clients, we can help marketers realize the immense power of connected data, connected insight and connected solutions."

About InsightExpress

InsightExpress is an industry leading marketing research and data analytics provider specializing in the measurement of brand communications. The company's proven approaches include message evaluation, advertising effectiveness, creative development and cross-media optimization. With vast industry expertise and proprietary methodologies, InsightExpress helps agencies, media companies and advertisers optimize marketing initiatives across all media channels. Founded in 1999, InsightExpress is headquartered in Stamford, CT, with offices in San Francisco and New York. For more information, please visit our corporate Web site at www.insightexpress.com or our InsightfulAnalytics blog at <http://blog.insightexpress.com/>; you may also call 203.359.4174.

About Kantar Shopcom

Kantar Shopcom is a data integration, analytics and insights firm. Kantar Shopcom connects what consumers see, feel and do via the Shopcom Data Platform™ to help marketers grow their brands. The Shopcom Data Platform™ includes in-store and online, consumer-specific, UPC-level purchase behavior data for over 231 million U.S. consumers. The Shopcom dataset is the largest passively-collected, observed, multi-channel purchase behavior dataset in the industry, covering CPG, retail, entertainment, auto and services. Committed to high-performance collaboration, Kantar Shopcom partners with agencies, research firms and advertisers to enable more holistic and precise dimensionalization of target audiences, design of more effective communication plans and measurement of the return on purchase behavior impact (ROPBI) of marketing initiatives across all media platforms. The resulting solutions deliver actionable insights that enable activation of more connected, more effective and more profitable brand communications. Kantar Shopcom is a Kantar Retail company and part of Kantar, WPP's insight, information and consultancy group. For more information, please visit www.kantarshopcom.com or call 203-834-2800.

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