

NEWS RELEASE

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MSI International Forms European Subsidiary: MSI Advanced Customer Insights *New Firm Offers Innovations in Online Communities*

KING OF PRUSSIA, Pa. and AMSTERDAM, Netherlands (April 2006) — MSI International, a leading global research and consulting firm based in the U.S., has opened MSI Advanced Customer Insights in Amsterdam. The new company, officially named MSI-ACI Europe BV, is a wholly-owned subsidiary of MSI International East, Inc.

MSI Advanced Customer Insights (ACI) specializes in web-based marketing intelligence solutions for global consumer and business-to-business marketers. An expert in technology-powered insight generation, ACI's service offering will focus on global online communities – from customized insight portals to branded online communities – as well as innovative solutions for customer retention.

Paul Strasser, president of MSI and MSI Advanced Customer Insights, says: “MSI is built on the promise of better marketing insight. With ACI, we take that promise even further – ‘Turning insight into Foresight™’. We have proprietary technology that generates dynamic, holistic views of customers and prospects. We back that up with 30+ years of global research expertise. Together, MSI and ACI deliver better insights so our clients can make smart marketing decisions.”

Andre Beijerbacht, based in Amsterdam, has been named CEO of ACI. He adds: “We believe the best way for marketers to get their message across is to build a dialogue with customers and prospects. We help them do that with customized online communities. We can seamlessly integrate with your brand and create an ongoing dialogue with your audiences.” Enrichment options include an innovative behavioral model proprietary to



ACI, INmind™, which Beijerbacht says offers marketers new options in customer retention and acquisition.

ACI also owns and manages three branded online communities: PlanetPanel®, a community with 400,000+ consumers in 19 countries; Executive Platform™, with 33,000+ business decision-makers in 12 countries; and CoolPanel™, a new community drawn from the global youth market, which is recruiting 100,000+ members.

Clients for ACI will include global companies in categories such as technology, automotive, fast-moving consumer goods, and more. For information, visit www.msi-aci.com.

ABOUT MSI INTERNATIONAL

MSI International is a full-service marketing intelligence firm founded in 1990 by Paul Strasser. Headquartered in the U.S., the firm employs 100+ people in four locations – Philadelphia, Amsterdam, Seattle and Biarritz – and specializes in global marketing intelligence. Key category expertise covers the technology, pharmaceutical, automotive, financial services and fast-moving consumer goods markets. MSI's clients include global, national and regional firms: Bristol-Myers Squibb, Citigroup, Comcast, Ericsson, Fidelity Investments, Genzyme Pharmaceuticals, Johnson & Johnson, Just Born, Merrill Lynch, Microsoft, Motorola, Symantec, Toyota/Lexus, and Wyeth Pharmaceuticals. For more information, visit www.msimsi.com

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