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PSB launches Audience Insight Aggregation

Offers businesses a new way to act effectively on feedback received from customers, vendors, and commenters

WASHINGTON, DC November 3 - Penn, Schoen & Berland Associates (PSB) today launched Audience Insight Aggregation (AIA), a new way for companies to combine structured and unstructured data to produce the insights needed to improve brand perceptions and grow market share. AIA gives companies a way to organize and analyze behavioral, transactional, attitudinal and other information collected from customers, partners and other audiences through surveys, call center notes, focus groups, emails, Internet reviews, blogs and more. By providing a holistic, integrated solution for capturing, integrating and leveraging information, AIA gives companies the actionable intelligence they need to win in increasingly competitive markets.

"The huge volume of information now available makes it challenging for many companies to analyze and act on it effectively," said Dr. Lawrence L. Schack, Sr. Vice President of PSB. "With Audience Insight Aggregation, we help companies sort through data and get to the key insights they need to make winning business decisions."

AIA is the latest innovation in PSB's comprehensive suite of research tools, all of which leverage pinpoint targeting and quick response to help political and corporate clients win. Audience Insight Aggregation offers advantages over traditional methods for evaluating data in research design, data storage, analysis, and reporting:

- PSB can conduct additional primary and secondary research, evaluate existing information, or perform some combination of the two, ensuring coordination across research nodes and other data sources .
- PSB's robust analytical toolset allows for consistent and forward-looking analysis across data sources trended across time.
- All data is stored in a single, searchable data repository that supports real time access to information and easy dissemination of insights to relevant constituents.
- The solution is scalable and extensible, meaning it can grow with you to support new research, information and organizational needs.

Audience Insight Aggregation is another example of PSB's innovative research and technology approach for going beyond the data to give clients the strategic insights they need to beat the competition.

The logo consists of the letters 'PSB' in a white, sans-serif font, centered within a light blue circular background. This circle is positioned on the left side of a horizontal banner that features a series of overlapping, wavy blue lines in various shades, creating a sense of motion and depth.**About PSB**

Penn, Schoen & Berland Associates (www.psbresearch.com), a unit of the WPP Group (NASDAQ: WPPGY), is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. We have over 30 years of experience in leveraging unique insights about consumer opinion to provide clients with a competitive advantage - what we call Winning Knowledge™. PSB executes polling and message testing services for Fortune 100 corporations and has helped elect more than 30 presidents and prime ministers around the world. More information is available at www.psbresearch.com.

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