



**PENN
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BERLAND**

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Julie Bissell joins Penn Schoen Berland as Vice President in New York office

NEW YORK, NY, March 15, 2010 – Penn Schoen Berland is pleased to announce that Julie Bissell has been appointed as a Vice President in the firm’s New York office.

Bissell will report to Senior Vice President and New York Managing Director Jay Leveton and provide communications strategy consultation to a variety of Fortune 500 firms. Previously, Julie was an independent consultant, conducting market research and developing consumer insights for a variety of organizations. She began her career at PSB as an Analyst in 2000; she became a Vice President in 2005. In 2006, she opened the PSB office in London, training local staff and transitioning them onto UK-based accounts.

“Julie’s extensive experience providing strategic insight to the world’s leading brands will be an invaluable resource for our current and future New York clients,” said Leveton. “We’re extremely pleased that she’s returning to PSB.”

“PSB is a very special company and I’m thrilled to be back,” said Bissell. “I’m looking forward to getting back into the business of providing Winning Knowledge™ to our clients.”

Julie holds a bachelor’s degree in English from Columbia University in the City of New York, from which she graduated Magna Cum Laude and Phi Beta Kappa.

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About Penn Schoen Berland

Penn Schoen Berland is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. PSB has over 30 years of experience leveraging unique insights about public opinion to provide clients with a competitive advantage. PSB executes polling and message testing services for Fortune 100 corporations and have helped elect more than 30 presidents and prime ministers around the world. Penn Schoen Berland is a part of Young & Rubicam Brands, a subsidiary of WPP, one of the world’s leading communications services networks. More information is available at www.psbresearch.com

