

FOR IMMEDIATE RELEASE

Jim Garrity Joins MarketShare Partners' Board of Advisors

Former Fortune 50 Marketing Executive Brings Traditional and New Media Experience to the Post

LOS ANGELES, Calif., November 12, 2009 – [MarketShare Partners](#) (MSP), the industry-leading [marketing analytics firm](#), announced the appointment of Jim Garrity to its Board of Advisors. Garrity, who has held various senior level marketing positions at Wachovia, Compaq and IBM, will provide strategic leadership to the company on a range of issues.

“I am pleased to join MarketShare Partners' Board of Advisors and collaborate with them on what CMOs of today are looking for,” said Jim Garrity. “As a former client of MSP, I saw first hand how valuable their solutions are – so much in fact that their insights became the cornerstone of Wachovia's go-to-market strategy and resource allocation. I believe that MSP has discovered the secret sauce to truly linking marketing investment to the bottom-line.”

Garrity is the founder and CEO of Bellwether Digital Bridge, LLC, a marketing consultancy firm that aims to bridge the gap between the world of traditional and digital media to successfully deliver integrated marketing campaigns. Before Bellwether Digital Bridge, Garrity served as the Chief Marketing Officer (CMO) for Wachovia for more than a decade. During his tenure, Garrity led the company's efforts to transform Wachovia, a virtually unknown brand at the time, to a national financial services powerhouse. He also developed a highly regarded marketing ROI measurement system that moved the company away from intuitive marketing investment decisions to fact-based investments.

Prior to Wachovia, Garrity held executive roles in sales and marketing at both IBM and Compaq. At Compaq, he led a rebranding effort to drive awareness of the company's move into the consumer market. At IBM, Garrity directed all advertising efforts for corporate campaigns as well as those for all product and solution business units in the US.

Garrity has played active roles in the Association of National Advertisers (ANA) serving on their Board of Directors for twelve years and Chairman of the Board in 1998. In 1995, he founded the ANA's New Technology Committee (now known as the Digital Marketing Committee), which he chaired until 2007. He also has been active in the AdCouncil and currently serves on the Board of Directors for Burst Media, an online media and technology company.

The MSP Board of Advisors is comprised of other prominent marketing and media thought leaders including Jim Stengel, Mike Linton and David Poltrack. As part of the Board, Garrity will provide strategic counsel to the company's leadership team.

"MarketShare Partners is pleased to have someone with Jim's experience working for well-known Fortune 50 brands join our Board of Advisors," said Jon Vein co-Founder and CEO. "Jim's first hand knowledge of what CMOs need to be successful and how MSP can help them will be invaluable to us."

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About MarketShare Partners

MarketShare Partners (MSP) is the industry's leading marketing analytics firm that is transforming the world of resource allocation and marketing measurement. Founded in 2005, MSP has helped companies of all sizes enhance their advertising and sales programs, including many of the world's most recognizable brands. The company has developed a suite of proprietary software solutions that enables companies to determine how best to target the 21st Century consumer who, in this era of fragmentation, social media, search and DVRs, is harder to reach. By evaluating key drivers of a company's business, such as macro-economic factors, product innovation, industry and client-specific data as well as brand buzz, MSP helps companies make smarter decisions regarding where to most effectively spend their marketing, sales and promotional dollars. For more information, go to www.marketsharepartners.com.

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