

FOR IMMEDIATE RELEASE

Jack Myers Joins MarketShare Partners' Board of Advisors

Media Economist Brings Vast Industry Knowledge and Insights to the Post

LOS ANGELES, Calif., December 8, 2009 – [MarketShare Partners](#) (MSP), the industry-leading [marketing analytics firm](#), announced the appointment of Jack Myers to its Board of Advisors. Myers, the president of the M.E.D.I. Advisory Group, will provide strategic leadership to the company on a range of business issues.

“As someone that has been deeply embedded in the world of media and marketing, I understand the importance of accurate marketing measurement and accountability,” said Jack Myers. “MarketShare Partners has created groundbreaking tools to help publishers drive revenue as well as deepen their audience engagement by proving the precise impact of their media on outcomes and ROI, not just eyeballs.”

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

For more than two decades, Myers has been among the media industry's leading visionaries and economic forecasters. He has advised more than 250 media companies, marketers and agencies on business transformation, revenue development and organizational best practices. Jack has been outspoken in advocating new business models for what he calls The Relationship Age™, when society and business will shift from Industrial Age mass production, mass marketing and mass media to targeted, interpersonal communications. His 1998 book, *Reconnecting with Customers: Building Brands and Profits in The Relationship Age*, is recognized as a leading edge primer that anticipated today's dramatic industry transformation.

The *Jack Myers Media Business Report*, published exclusively for corporate subscribers, has provided economic insights and proprietary research on industry trends for more than 20 years. His 1993 book, *Adbashing: Surviving the Attacks on Advertising*, was prescient in its long-term perspective on media and advertising industry challenges and growth opportunities. His third book, *Virtual Worlds: Rewiring Your Emotional Future*, was published in 2007 and focuses on the growing influence of social networks.

Jack established his leadership reputation in the early 1980s at CBS Television, where as Director of Marketing and Business Development, he successfully built the television industry's first multi-platform integrated marketing initiative and *unsuccessfully* advocated that CBS invest aggressively in the infant cable television industry. He began his career with the out-of-home division of Metromedia and was a sales executive at ABC-FM Radio.

Jack is a Board Member Emeritus of the Newhouse School of Communications at Syracuse University, served on the Advisory Board for the Steinhardt School of Culture, Education and Human Development at New York University, is a member of the Academy of Television Arts & Sciences, and serves on the boards of several charitable organizations.

“MarketShare Partners is pleased to have someone with Jack’s experience working with hundreds of businesses, in particular media companies, join our Board of Advisors,” said Wes Nichols, co-Founder and CEO of MarketShare Partners. “MSP’s suite of Compass software products are directly geared towards the marketing and media ecosystem – an ecosystem that is experiencing significant pressure from marketers for transparency and proof of ROI. Our models and tools provide marketers, media companies and agencies the first truly transparent and fact-based way of going to market together. We are pleased to have Jack join our team and bring his rich media industry experience to the table and we welcome his insight as we further develop these products.”

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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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