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Senior Accenture Executive Joins MarketShare Partners as Analytics Director– Responsible for Development of Advanced Analytic Software for Marketing ROI

LOS ANGELES, Calif., June 9, 2008 – Leading marketing sciences firm MarketShare Partners (MSP) officially announces the hire of former Accenture senior executive Noah Powers as Analytics Director of the rapidly expanding firm. Mr. Powers will lead the recently established Chicago office.

Prior to joining MarketShare Partners, Mr. Powers worked primarily on developing and building a sophisticated analytics tool for managing marketing ROI for the world's largest retailer, Wal-Mart.

"Marketers are hungry for fact-based, science-based solutions to help guide their marketing and promotional decision making", states Noah Powers. "I've not come across such advanced solutions as I've seen at MarketShare Partners, and their ability to answer key questions around offline and online marketing is game-changing."

"Our focus is on leading the industry in innovation for resource allocation and marketing effectiveness, and Noah is a great addition to our team to help further drive our innovation", states Wes Nichols, Co-Founder and Managing Partner of MarketShare Partners.

Prior to Accenture, Noah spent over five years at Marketing Analytics in a number of roles. As Director of Web Enabled Analytics, he was the lead technical architect on the development of Marketing Analytics' flagship product offerings: Drivers on Demand and Market InSights. In addition, he conducted marketing mix as well as price & merchandising studies for a variety of major clients, including Clorox, Miller Brewing Company, Coca-Cola, Nestle Foods and Sears.

Noah's other prior experience includes ZS Associates as an Operations Research Consultant serving numerous pharmaceutical clients and supporting customer targeting in the Sales Operations department at Pharmacia. Noah earned both an MS and BS in Applied Mathematics from Purdue University.

MarketShare Partners is the leading decision sciences firm focused on resource allocation optimization, marketing ROI and effectiveness. Serving global brands from six locations, MSP is expert at developing dynamic and econometric models to quantify interactions between all business drivers that impact revenue - not simply marketing or media drivers. MSP has also developed a suite of advanced expert systems for small and medium business, media companies and marketing agencies, helping guide better decision-making through the latest in marketing science. Learn more at www.marketsharepartners.com

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