

FOR IMMEDIATE RELEASE

Peter Cain Joins MarketShare Partners as VP of Analytics

Former Millward Brown and AC Nielsen Executive Brings Extensive Experience and Innovation Leadership to the Post

LONDON, October 27, 2009 – MarketShare Partners (MSP), the industry-leading marketing analytics firm, announced the appointment of Peter Cain as Vice President of Analytics, based out of MSP's London operations. In this new role, he will be leading the company's European analytics team and spearheading MSP's global Consumer Packaged Goods (CPG) practice.

"Peter's history of applying econometrics to solve marketing questions, specifically in the CPG category, makes him a tremendous asset to MSP's clients," said Jon Vein, co-Founder and CEO of MarketShare Partners. "We look forward to tapping into his expertise to expand our client base around the globe."

Cain has a long history of developing advanced marketing mix and forecasting analytics. He has also developed methods that improve short-run ROI estimation across single brands and entire categories, opening the way to an understanding of the long-term effects of marketing.

"My passion is applying advanced analytics to help clients understand the effectiveness of their marketing efforts and untangle complex markets," said Peter Cain. "MarketShare Partners is leading the industry. On the client side, MSP is delivering strategic, actionable insights and recommendations. On the science side, MSP has invested heavily in the development and testing of innovative approaches. I am pleased to join the MSP team."

Cain joins MarketShare Partners from Millward Brown Optimor where he served as Global Vice President of Econometrics. Peter was responsible for global econometric analysis as well as product innovation and development. Prior to Millward Brown, Cain worked for ACNielsen as an International Modeling and Analytics Consultant. Before ACNielsen, he worked for IRI as a Senior Development Consultant. Cain began his corporate career at The Boots Company, the leading pharmacy retail chain in the United Kingdom, with a focus on sales models and forecasts. He received his BS and MS degrees in Economics from the University of Warwick and his PhD in Monetary Economics and Applied Econometrics from the University of Nottingham.

<http://twitter.com/marketsharep>

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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