



News Release

For Immediate Release

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CMI Named to Honomichl Top 50 List of Market Research Organizations

ATLANTA, June 26, 2009 – CMI announced it has been ranked on this year's 36th annual Honomichl Top 50 list of the United States' largest market research organizations. The company is number 45 on the prestigious list, as measured by 2008 annual revenues.

"Since CMI was established nearly 20 years ago, we have experienced steady growth, and we are pleased to have reached this important milestone," said Chet Zalesky, CMI founder and president. "We look forward to future growth and to maintaining a position on the Honomichl Top 50, which has long been a respected ranking in our industry."

The Honomichl Top 50 appears yearly in the June issue of *Marketing News*, a publication of the American Marketing Association. CMI reported worldwide research revenues of \$14.2 million, an increase of 9.2 percent from 2007.

CMI is a full-service, custom marketing research company with a goal to generate

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insights and make recommendations that drive clients' initiatives and improve their profitability. The company has experience in business-to-business and business-to-consumer markets in a wide range of industries, among them utilities, pharmaceuticals, healthcare, financial services, insurance and hospitality. Its team of experienced marketing research professionals employs a variety of methods combining quantitative research surveys, advanced analytics, and qualitative methods in an approach tailored to meet each client's unique needs.

About CMI

Founded in 1989, CMI is a full-service marketing research company that helps its clients create a competitive advantage by translating research data and information into strategic insights and recommendations that *drive business results*. CMI's experienced team of experts are strategic thinkers who constantly leverage new methodologies and new technologies to provide relevant research that helps primarily Fortune 1000 clients align their products, services and strategies with their respective customers' needs.

CMI is listed as number 45th on the 36th annual Honomichi Top 50 list of the world's largest marketing research organizations. Chet Zalesky, company founder and president, served as the 2008 chair of CASRO, the Council of American Survey Research Organizations, where he has been a board member since 2003. In 2006, Zalesky was recognized by *Catalyst* magazine as one of 50 who are leading Atlanta's best performing small to mid-sized companies. CMI was selected by MetLife Institutional Business as its 2005 Supplier of the Year in recognition of the company's consultative approach, creativity, strength in analytics, focus on the client relationships and providing the client with value-add. For more information about CMI, visit www.cmiresearch.com.

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