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**Jean Fasching Joins CMI Team As
Vice President of Business Development**

Fasching brings more than 20 years of marketing, research and consulting experience to CMI. Jean is following her client service passion by focusing on industry challenges and delivering research results that drive profitable actions.

ATLANTA - CMI, a full-service marketing research company, is pleased to announce the addition of Jean Fasching to its business development team. Fasching is responsible for new client development, as well as maintaining and growing existing accounts. Fasching is based in Minnesota, where she will help manage several of CMI's clients and expand CMI's presence, particularly in the Midwestern region. CMI will also tap Fasching's extensive knowledge of current research trends and client needs for assistance with new product/service development.

"Jean brings tremendous energy and expertise to CMI, along with a broad range of experience in customer satisfaction, new product development, and segmentation," said Angela Wells, vice president, sales and marketing for CMI. "She has a proven strategic executive track record and shares our commitment to delivering relevant research that drives results for our clients."

Fasching's deep understanding of the value of strategically relevant research is the culmination of her experience as a client, consultant and vendor in the market research industry. Prior to joining CMI, Fasching was senior vice president for TNS and Research International, where she worked with a diverse collection of global clients. Before joining TNS and Research International, she owned a market research contracting and consulting business serving Fortune 500 clients including General Mills and Best Buy, as well as top online

research providers. Earlier in her career, Fasching was a team manager at GfK Custom Research North America, where she managed a team that supported accounts in a wide range of industries including consumer packaged goods, financial services, food service and medical equipment. Jean also has 10 years of client side experience at computing technology, telecommunications and chemical blending manufacturing (CPG, Construction and Agriculture products) companies.

"I am fortunate to be joining an organization that truly values and delivers relevant research," said Fasching. "CMI's collaborative team is especially adept at seamlessly combining research methods to really drive strategic business solutions."

Fasching earned an MBA in marketing management from the University of St. Thomas, Minnesota; bachelor's degrees in sociology and business administration from Hamline University; and an executive certification in advanced program management from the University of Denver – Daniel's College of Business.

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 currently ranked on the 36th annual Honomichl Top 50 list of the country's largest marketing research organizations. Chet Zalesky, CMI's 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 the Top 50 Entrepreneurs leading Atlanta's best performing small to mid-sized companies. For more information about CMI, visit www.cmiresearch.com.

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