



## Ipsos ASI Appoints Presidents

Advertising research specialists announce new regional division management team

**March 28, 2006, New York, NY**—Ipsos ASI, a leading provider of advertising and brand equity research expertise around the world and member of the Ipsos Group, announced that Lana Busignani and Pam Maltby have been promoted to President, Ipsos ASI North America West, and President, Ipsos ASI North America East, respectively. In their roles as presidents, they will have the primary responsibility of leading the North American advertising research teams and collaborating with other Ipsos member companies to meet the advertising and brand equity needs of local and multinational clients.

Lana Busignani joined Ipsos ASI in 2001. She opened the Ipsos ASI Chicago office, and has helped build exceptionally strong client service teams in Chicago, Cincinnati, and San Francisco. Lana was previously senior vice president for strategic business development at IRI.

Pam Maltby joined Ipsos ASI in 2002, as the head of new business development for Ipsos ASI in North America. After a very successful 18 months leading the new business efforts, Pam assumed responsibility for Ipsos ASI U.S. East. Pam has built strong teams in both Connecticut and New Jersey, and introduced a number of successful management initiatives designed to help Ipsos ASI develop team members' skills to meet client needs better.

"Ipsos ASI created the two regional divisions—Ipsos ASI North America West and Ipsos ASI North America East—in response to significant business growth over the past five years, with the intention of continuing their fast-paced growth in the future," said Jim Thompson, President & CEO of Ipsos ASI Worldwide. "Lana and Pam's expertise and experience in building brand equity, their tremendous passion for their work, and their demonstrated leadership acumen will strengthen the management and focus of Ipsos ASI in North America."

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### Ipsos ASI

Ipsos ASI is the largest provider of advertising pre-testing services in the world. Ipsos ASI offers a full range of advertising research solutions to help clients make the best decisions at all stages of the advertising development process, and to maximize the return on their advertising investment. Although the company's history is rooted in copy testing, it provides leading services in the areas of advertising tracking and brand equity evaluation. It is committed to providing advertisers with insights to help in the development, evaluation, and improvement of their advertising efforts, and, ultimately, to help them build stronger brands. Ipsos ASI is an Ipsos company, a leading global survey-based market research group. To learn more, visit [www.ipsosASI.com](http://www.ipsosASI.com).