

Ipsos 'Corners' the Market with Newly Appointed Senior Research Expert

Bruce Corner Joins Ipsos Loyalty's U.S. Team

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Ipsos Loyalty
The Customer and Employee Research Specialists

Ipsos Loyalty is a global, specialized practice dedicated to helping companies improve business performance through customer satisfaction management, customer relationship management, and employee climate management. Ipsos Loyalty provides a state-of-the-art approach to customer-driven business performance through a modular suite of innovative research tools that provides an integrated framework to identify complex global business solutions. Ipsos Loyalty is an Ipsos company, a leading global survey-based market research group.

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Seattle, WA – Ipsos Loyalty is beefing up its loyalty research brainpower with the addition of Bruce Corner as a Senior Vice President with the company's U.S. business. Matt McNerney, President with Ipsos Loyalty in the U.S. announced the appointment. Corner brings over two decades of experience in the Loyalty sector, expertise that will be leveraged to develop new tools and analyses, supporting Ipsos' Global Research Services and client service teams.

"Bruce is an innovative leader with a rich and rare blend of skills and experience," comments McNerney on the appointment. "He brings global expertise and a cutting-edge approach to our loyalty team—creating tools that will evolve with the needs of clients, delivering deep insights into the customer experience. We're excited to have him on board and will be drawing on his knowledge to further strengthen our position in the U.S. loyalty research sector."

Bruce Corner's experience is both broad and deep, extending from building research specific web portals to developing new systems of analyses to deepening client service relationships. Beyond research, he also has experience in marketing and business development, having worked as marketing and sales manager for loyalty research programs.

Prior to joining Ipsos, Corner was a Senior Vice President with Synovate, with a global role in directing customer experience research. Prior to his work at Synovate, he co-founded and



was Chief Operating Officer and Vice Chairman at Symmetrics, a research practice that was acquired by Synovate.

"Ipsos shares an entrepreneurial spirit and a genuine interest in being innovative and responsive to client needs," says Corner of his decision to join the research firm. "Clients need to know that the people they do business and conduct research with not only excel at understanding the minds of customers and how to retain them, but also that they understand the greater business issues and how loyalty research fits into bottom line success. Ipsos understands both in spades."

Bruce Corner holds an MBA from the University of Pittsburgh. He is based out of Ipsos' office in Seattle, Washington.

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For more information on this news release, please contact:

Matt McNerney
President

Ipsos Loyalty
(973) 658-2161

Matt.McNerney@ipsos.com

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