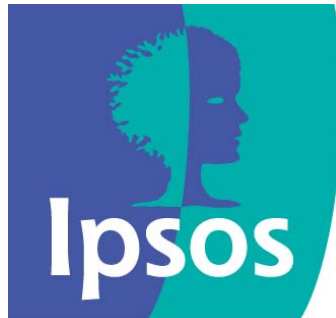


Ipsos Loyalty Finds “Satisfaction” With Best Practitioner Nomination

Ipsos Loyalty's Tim Keiningham on Team for Frontiers Award Nomination

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New York, NY, February 21, 2012 – Ipsos Loyalty’s Tim Keiningham is on a roll! Once again the Global Chief Strategy Officer & Executive Vice President for Ipsos Loyalty has partnered with a team of academics to produce an acclaimed paper and presentation on consumer loyalty.

The team’s paper/presentation – "The Satisfaction, Repurchase Intentions and Shareholder Value Linkage: A Longitudinal Examination of Fixed and Firm-Specific Effects" – is a finalist for the Best Practitioner Presentation Award at the 21st Annual Frontiers in Service Conference. The winner will be announced at the conference in June 2012.

Along with Ipsos Loyalty’s Keiningham, the paper was co-authored by Lerzan Aksoy from Fordham University, Bart Lariviere from Ghent University, Sunil Mithas from the University of Maryland, Forrest Morgeson from American Customer Satisfaction Index, and Atakan Yalcin from Koc University.

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This is not the first time that Ipsos Loyalty has been recognized for the Best Practitioner Presentation Award at Frontiers. Ipsos Loyalty was a finalist for this award in 2011, and the winner of the award in 2009.

“We are truly grateful to be in this position once again to have the opportunity to present before the Frontiers selection committee,” adds Keiningham. “We’re up against teams from IBM and Oracle – some of the best and brightest minds in business – so to be in such esteemed company is a great honor and a great challenge.”

Founded in 1992, the Frontiers in Service Conference is considered by many to be the world's leading annual conference on service research. The conference has a very global nature, and generally draws attendees from 35 countries or more from around the world. It is sponsored by the Center for Excellence in Service, Robert H. Smith School of Business, University of Maryland, INFORMS, the American Marketing Association, and IBM.

A selection committee will name the Best Practitioner Presentation Award, highlighting the work of business practitioners presented during the conference. The winning presentation addresses a business issue, demonstrating how research is applied to real-world practical situations or problems. Winning presentations are selected for being innovative and engaging while maintaining a practical and managerial approach.

Tim Keiningham is a multiple award winner of previous research papers and the author of several books on the topic of consumer loyalty and satisfaction.

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