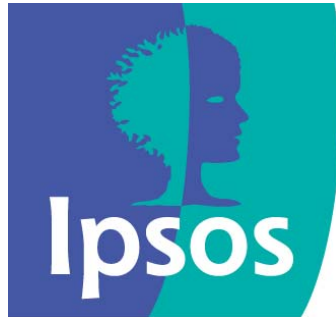


Ipsos Loyalty Wins on the Frontiers of Satisfaction

Keiningham and Team Nab Best Practitioner Presentation

Award at Frontiers in Service Conference

Public Release Date: Thursday, June 21, 2012, 6:00 AM EST



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New York, NY – Repeating his triumphs of 2009, Tim Keiningham, Global Chief Strategy Officer & Executive Vice President for Ipsos Loyalty, is once again a member of the winning research team at the Frontiers in Service Conference. The team's paper/presentation "The Satisfaction, Repurchase Intentions and Shareholder Value Linkage: A Longitudinal Examination of Fixed and Firm-Specific Effects" was presented with the Best Practitioner Presentation Award at the 21st Annual Conference held in June in Bethesda, MD.

"Given that Frontiers in Service is the world's leading annual conference on service research and there were some exceptional teams and presentations competing for the award this year, our team is truly honored by this recognition," says Keiningham. "Our presentation demonstrated for the first time the chain of effects from customer satisfaction to repurchase intention to stock performance. We're thrilled by the win, especially since this is the second time that Ipsos Loyalty has won this award."

Along with 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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As Keiningham pointed out, this is not the first time that Ipsos Loyalty has been recognized for the Best Practitioner Presentation Award at the Frontiers conference. Ipsos Loyalty was a finalist for this award in 2011, and winner in 2009.

A selection committee determined the winners of the Best Practitioner Presentation Award, highlighting the work of business practitioners presented during the conference. Winning presentations address a business issue and demonstrate how research is applied to real-world practical situations or problems. Winning presentations are selected for their innovative and engaging approaches while maintaining practical and managerial applications.

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.

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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