



FOR IMMEDIATE RELEASE

David Greenberg and Stacy Jolna, Ford and TiVo Veterans, Join the Board of MarketShare Partners

LOS ANGELES, Calif., October 14, 2008 – Leading marketing sciences firm MarketShare Partners (MSP) officially announces the appointment of seasoned executives David Greenberg and Stacy Jolna to its board.

David Greenberg joins MSP's board after nearly twenty years in the automotive industry. David most recently was part of the global marketing team at Ford; prior, he was the Vice President of Marketing of Ford Canada. Prior to Ford Canada, David was General Manager of Mazda Motor Corporation's Global Marketing Division in Japan.

Stacy Jolna is a seasoned media industry executive who is CEO of CrossPointe Media, an innovative branding and marketing company. Jolna most recently was General Manager of TV Guide Television, where he launched TV Guide SPOT, the first short-form video network for all 'on demand' digital platforms. Prior, Stacy was Chief Programming Officer for TiVo and part of the founding management team. Stacy started his career as a producer at CNN, helping launch CNN Headline News and CNN Special Reports.

"I am passionate about marketing ROI and accountability, and have been responsible for leading best practices in this space," said David Greenberg. "The unique approaches I've seen from MarketShare Partners are the most advanced on the market. I'm pleased to help this company with its continued rapid growth."

"The media industry is undergoing massive changes, and MSP's tools and models are the most sophisticated solutions I've come across to help publishers and marketers adjust to these big changes", states Stacy Jolna. "I'm thrilled to be joining the board."

"David and Stacy are opinion and thought leaders in their respective industries, and we are very pleased to have their wisdom represented on our board," said Jon Vein, Managing Partner of MarketShare Partners. "Our goal has been to build a team of seasoned business operators and industry leaders to help us to continue our development and deployment of the world's most advanced solutions for marketing ROI."



MarketShare Partners is the leading marketing sciences firm focused on strategic models and tools that drive resource allocation optimization, marketing ROI and effectiveness. Serving global brands – including nearly half of the Fortune 50 - from seven locations, MSP is expert at developing dynamic and econometric models to quantify interactions between all business drivers that impact revenue - not simply marketing or media drivers and well beyond simple media mix modeling. MSP has also developed a suite of advanced expert systems for marketers, media companies and marketing agencies, helping guide better decision-making through the latest in marketing science. Find out more at www.marketsharepartners.com

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