

FOR IMMEDIATE RELEASE

David Poltrack Joins MarketShare Partners' Board of Advisors

CBS Corp Exec Brings Extensive Marketing Research Experience to the Post

LOS ANGELES, Calif., October 6, 2009 – [MarketShare Partners](#) (MSP), the industry-leading [marketing analytics firm](#), announced the appointment of David Poltrack, Chief Research Officer of CBS Corporation and President of CBS VISION to its Board of Advisors.

Poltrack is an experienced marketing executive with more than thirty years of experience in the areas of marketing research and measurement. In his current role at CBS Corporation, which he has held since 1994, Poltrack oversees all research operations encompassing audience measurement, market research, program testing, advertising research, and monitoring of the national and international video marketplace. He also designed and currently oversees TELEVISION CITY at the MGM Grand in Las Vegas, which is an innovative Research Center providing ongoing consumer feedback for CBS.

“I have long believed that the paradigm of marketing measurement needs to change. Measurement can no longer just be about counting the exposure potential of ads but about tying directly to consumer behavior and the bottom line,” said David Poltrack. “After spending time with the MarketShare Partners team, I believe that they are doing groundbreaking work around the way marketing is measured and, in particular, how to operate in today’s complex multi-channel media world. I’m pleased to partner with Marketshare on this mission.”

Poltrack joined CBS in 1969 and held various positions within the organization. Before CBS, he was with the media department at Ted Bates Advertising. Poltrack is the author of *Television Marketing: Network, Local and Cable* (McGraw-Hill, 1983). His articles are published in professional journals, including the *Journal of Advertising Research*, the *Journal of Psychology and Marketing* and the *European Broadcasting Union Review*.

Poltrack is past chairman of the Media Rating Council (MRC), a trustee and a member of the executive committee of the Marketing Science Institute, past president of the Market Research Council, vice president of the Advertising Research Council and a member of the National Association of Television Arts and Sciences. He is past chairman of the Advertising Research Foundation, a former member of the board of the International Radio and Television Foundation (IRTF) and a former member of the NAB's Research Advisory Board. He also

serves as an Adjunct Associate Professor at Columbia's School of Business and New York University's Stern School of Business.

The MSP Board of Advisors is comprised of other prominent marketing and media thought leaders. As part of the Board, Poltrack will provide strategic counsel to the company's leadership team.

"MarketShare Partners is pleased to have someone with David's deep experience in marketing measurement join our Board of Advisors," said Jon Vein co-Founder and CEO. "David will add to our already strong roster of prominent marketing executives and provide specific expertise in measuring media for the 21st Century."

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About MarketShare Partners

MarketShare Partners (MSP) is the industry's leading marketing analytics firm that is transforming the world of resource allocation and marketing measurement. Founded in 2005, MSP has helped companies of all sizes enhance their advertising and sales programs, including many of the world's most recognizable brands. The company has developed a suite of proprietary software solutions that enables companies to determine how best to target the 21st Century consumer who, in this era of fragmentation, social media, search and DVRs, is harder to reach. By evaluating key drivers of a company's business, such as macro-economic factors, product innovation, industry and client-specific data as well as brand buzz, MSP helps companies make smarter decisions regarding where to most effectively spend their marketing, sales and promotional dollars. For more information, go to www.marketsharepartners.com.

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