

MarketShare Partners Appoints Peter Kellis as Chief Products Officer

Former Publicis and Google Executive Brings Extensive Experience to the Post

Los Angeles, CA, May 13, 2010 –MarketShare Partners (MSP), the industry-leading marketing analytics firm, announced the appointment of Peter Kellis as Chief Products Officer. In this new role, he will be responsible for developing the company's next wave of technology offerings as well as building a world-class product organization of engineers, product managers, marketers, sales, training and support staff.

"When I was at Google, we looked at MSP and the other companies in the space. I was intrigued by MSP's solution for cross-media marketing investment optimization, but I didn't realize that this kind of accurate predictive modeling was possible," said Peter Kellis. "I have since spent time at a major agency and looked at some of the ways multi-million dollar decisions are currently being made. I have been convinced that MSP's technology can turn some of those qualitative decisions into fact-based, quantitative and high-ROI decisions. This is the kind of science and technology that can be transformative for the industry and I'm excited to join the team and bring along both my agency and software experience."

Kellis joins MarketShare Partners from Vivaki at Publicis, where he served as Senior Vice President of Global Engineering and Product Management. In this role, he led the company's efforts to build and market software products for online and offline agencies. Among his achievements, he grew product revenue several-fold by scaling key technologies across the group and establishing a top-notch product team and culture.

Prior to Publicis, Kellis served in key Product roles for Monetization at Google. During his tenure he lead Google's Campaign Insights product, which leverages Google's data to provide actionable metrics such as ad effectiveness into Google's display campaigns. He also served as product manager for Google's File System (GFS) as part of the Infrastructure team. Prior to Google, he held senior Product and Engineering roles at Veritas and EMC.

Kellis holds Masters and Bachelor of Science degrees in Electrical Engineering and Computer Science from the Massachusetts Institute of Technology and attended INSEAD, the International business school.

"Peter has been a partner of MSP for many years and he is a great fit for the company as we continue to innovate and take our technology offerings to the

next level of scalability and value,” said Wes Nichols, CEO and co-Founder, MarketShare Partners. “The growing demand for our products around the globe necessitates someone like Peter to lead these efforts and we are delighted to have him join the team.”

<http://twitter.com/marketsharep>

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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