

FOR IMMEDIATE RELEASE

MarketShare Partners Appoints Philippe Lebard SVP of Strategy

Former Head of Deloitte's Marketing Effectiveness Practice Brings Extensive Experience to the Post

Los Angeles, CA, April 7, 2010 – MarketShare Partners (MSP), the industry-leading marketing analytics firm, announced the appointment of Philippe Lebard as Senior Vice President of Strategy and Managing Director. In this new role, he will be leading many of the company's strategic relationships by advising clients on how to maximize the economic impact of their brand strategies and drive continued marketing investment optimization.

"Philippe has had a long and distinguished career in marketing strategy and brand effectiveness," said Jon Vein, CEO and Co-Founder of MarketShare Partners. "His extensive experience makes him a perfect fit to our senior management team as we continue to grow our business in the U.S. and accelerate our global expansion."

Prior to joining MarketShare Partners, Lebard was a Director and head of Deloitte Consulting's Consumer Marketing and Brand Effectiveness Group. There, he led numerous marketing strategy and implementation projects for leading global brands. Previously, he held various senior roles with leading firms such as Prophet Brand Strategy, A.T. Kearney, and McKinsey, where he developed consumer-centric growth initiatives for dozens of Fortune 500 clients in the U.S., Europe and Asia.

Lebard was also Senior VP Marketing and Corporate Development for Bongrain, the multi-billion dollar specialty foods leader, where he quadrupled the International Division's revenues in five years. Earlier in his career, Philippe was also a brand manager at Procter & Gamble.

"While at Deloitte, we conducted a global review of analytics and technology companies in the marketing ROI space and MSP was head and shoulders above anyone else," said Philippe Lebard. "I'm excited to join such a prestigious company and work closely with many of their Fortune 50 clients to transform marketing from a cost center to a clear contributor to profit growth."

Lebard holds an M.B.A. from H.E.C. Paris. A French native, he has lived more than 15 years in New York and six years in London.

<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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