



FOR IMMEDIATE RELEASE

MarketShare Partners Enlists Former Wal-Mart CIO to Focus on Roll-Out of Advanced Analytic Software for Marketing ROI

LOS ANGELES, Calif., March 25, 2008 – Leading marketing sciences firm MarketShare Partners (MSP) officially announces the hire of former Walmart Global.com General Manager and Chief Information Officer, Ashwin Rangan.

Ashwin's broad leadership experience has driven advanced technology and information deployment for global firms. During the last 12 years, he served as an Officer with such established majors as Wal-Mart and Rockwell Semiconductors, which later became Conexant Systems. Prior to that, Ashwin was with AST Computer, a start-up that grew to an F500 major in a decade. At MSP, he will manage the development and operations of MSP's suite of analytic tools.

"Given the huge changes happening in marketing and media these days, the demand for marketing ROI and accountability has never been greater", states Ashwin Rangan. "The models and tools that MSP has been developing and deploying are the most advanced that I've ever seen at answering those key questions. I'm very excited about the next generation of solutions we have in our pipeline today."

"MSP has built the world's most advanced models for 22 of the Fortune 50, and Ashwin is the perfect addition to help create easy to use, actionable and scalable analytic tools for our clients and strategic partners", states Wes Nichols, Co-Founder and Managing Partner of MarketShare Partners.

A native of India, Ashwin earned a Master's degree in Industrial Engineering and Management from NITIE, Bombay, and a Bachelor's degree in Mechanical Engineering from the Bangalore University. He is accredited with both a CPIM and CIRM by the American Production and Inventory Control Society, and a CSP and CISA by the Institute for the Certification of Computer Professionals. Ashwin is a regularly invited speaker at UC Berkeley, UCLA and UCI, speaking on topics that relate to Technology and Strategy.

MarketShare Partners is the leading decision sciences firm focused on resource allocation optimization, marketing ROI and effectiveness. Serving global brands from four locations, MSP is expert at developing dynamic and econometrics models to quantify interactions between all business drivers that impact revenue - not just marketing or media drivers. MSP has also developed a suite of advanced expert systems for small and medium business, media companies and marketing agencies, helping guide better decision making through the latest in marketing science.

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