



FOR IMMEDIATE RELEASE

MarketShare Partners Acquires The Analytic Consulting Group (ACG) - Founder Craig Stacey Joins Leadership Team

LOS ANGELES, Calif., March 31, 2008 – Leading marketing sciences firm MarketShare Partners (MSP) announces the acquisition of Atlanta-based Analytic Consulting Group (ACG), further expanding its marketing sciences capabilities. ACG is a privately held company that provides advanced econometric modeling and optimization to help companies improve the marketing effectiveness and returns from their online and offline marketing investments. Terms of the agreement were not disclosed.

ACG has been developing groundbreaking solutions for companies like Allstate, Vodafone, Cadbury Schweppes, McDonald's, Foster's Wine Estates and numerous other firms.

"ACG has been looking for a strategic partner to help round out our offering for our global clients", states E. Craig Stacey, Ph.D. "In my opinion, MarketShare Partners is running circles around the traditional solution providers in the market with truly unique resource allocation and optimization models and tools. There was not a better choice for me and my clients."

"ACG is a small but mighty player in our emerging industry, and there is substantial synergy and growth potential we can provide to each other by locking arms", states Wes Nichols, Co-Founder and Managing Partner of MarketShare Partners.

E. Craig Stacey founded ACG after serving as Director of Marketing Science for The Coca-Cola Company, where he led the development of an innovative analytic platform and marketing productivity tools which have been deployed in numerous markets around the world. Prior, he served as Vice President of Marketing Science at DemandTec, the leading provider of pricing and promotion optimization tools for consumer products retailers and manufacturers.

Dr. Stacey previously served as Senior Vice President, Analytic Product Management and Development, for the Analytic Insights Group at Information Resources, Inc. While at IRI, Craig led the development of new analytic services to provide marketing managers with more actionable insights for managing their brands in both the short and long term.

Dr. Stacey served as Research Director, and later Industry Liaison, for Emory University's Zyman Institute of Brand Science. He has served as a faculty member at Emory University, Drexel University, and Northeastern University. He has been a regular speaker at events sponsored by the Advertising Research Foundation, the Institute for Operations Research and the Management Sciences, and the Institute for International Research. Craig has served as a Trustee of the Marketing Science Institute.

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 businesses, media companies and marketing agencies, helping guide better decision making through the latest in marketing science.

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