



STENDEL JOINS BOARD OF ADVISORS FOR MARKETSHARE PARTNERS, A LEADING MARKETING ANALYTICS FIRM

CINCINNATI – (March 11, 2009) – Jim Stengel, former global marketing officer for Procter & Gamble, has joined the Board of Advisors for MarketShare Partners (MSP), an industry-leading marketing analytics firm headquartered in Los Angeles.

Stengel, whose think tank and consultancy, Jim Stengel, LLC, is focused on ideals-based branding, says he accepted MSP's invitation because he was impressed with the firm's results, its scientific approach to ROI measurement, and its ability to help clients better understand offline and online activities. Stengel has long championed the development of new media measurement methods and sees improved measurement of new media as a key element of "Packaged Good," his ideals-based branding framework and title of his forthcoming book.

"Ideals-based branding is the way to better performance, and better measurement of the 'right things' will benefit ideals-based brands," says Stengel. "Effective marketing measurement has been the holy grail of the industry for a long time, and I think MarketShare Partners offers a solution that brings accountability and truth to all communication activities," says Stengel. "I am pleased to join forces with them in the pursuit of helping companies of all sizes better understand their marketing spending and make it actionable."

As a member of MSP's Board of Advisors, Stengel will provide strategic counsel to the company's leadership team based on his extensive background in the field of marketing and passion for marketing measurement. He joins the already seven-member MSP Board which is comprised of other prominent marketing and media thought-leaders.

"MarketShare Partners is honored to have a man of Jim's distinction join our Board of Advisors," said Wes Nichols, MSP CEO and Founder. "Jim's depth of experience and acute interest in improving how marketing is measured will be a tremendous asset to the company as we continue our expansion."

In addition to his appointment to the MSP Board of Advisors, Stengel has been active as a consultant, speaker and writer in the first five months of his new venture, Jim Stengel, LLC. He has been retained as a consultant by several Fortune 50 companies, spoken globally at such conferences as the Global Brand Forum in Singapore and the Catalyzing Conscious Capitalism Conference in Austin, Texas. (Note: Stengel is represented by the Washington Speakers Bureau at www.washingtonspeakers.com.) He is well into development of his "Packaged Good" framework and book and has also served as a guest lecturer at several leading academic institutions.

About Jim Stengel

Widely known for reinvigorating P&G's marketing culture during his tenure as global marketing officer, Jim Stengel personally led the transformation that has firmly established P&G as one of the most admired brand-building companies in the world. His reputation for evolving marketing and branding to make a positive impact on the lives of consumers has influenced his global recognition as a leader in the marketing community. With the formation of Jim Stengel, LLC, he brings this expertise to an even broader audience as an author, speaker and consultant.

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 marketing, sales and promotional dollars. For more information, go to www.marketsharepartners.com.