



For Immediate Release:

Karl Maier, CEO and Co-founder of Market Force Information, Named Ernst & Young Entrepreneur Of The Year in Rocky Mountain Region

Recognized in Emerging Category of Prestigious Global Business Awards Program

Boulder, Colo. (June 20, 2008) – Market Force Information, Inc., the leading customer experience information and insights company for multi-location businesses, today announced that CEO and co-founder Karl Maier was selected as Ernst & Young Entrepreneur Of The Year® 2008 in the Emerging category for the Rocky Mountain region. According to Ernst & Young LLP, the awards program recognizes the pioneers and innovators who excel at growing and sustaining market-leading businesses.

“It’s an honor to be recognized by an organization that is committed to promoting entrepreneurial success. When I started Market Force over three years ago with Paul Berberian and Rushton McGarr, it was our goal to become the leading customer experience information and insights provider,” Maier said. “This award reaffirms our collective vision and strategy, and, although individualized, is a direct reflection on the quality and commitment of our employees.”

Maier is now eligible for consideration in the Ernst & Young Entrepreneur Of The Year 2008 national program. Winners in numerous national categories, as well as the overall national Ernst & Young Entrepreneur Of The Year award winner, will be announced at the annual awards gala in Palm Springs, California, on November 15, 2008. The awards are the culminating event of the Ernst & Young Strategic Growth Forum, the nation’s most prestigious gathering of high-growth, market-leading companies.

About Market Force Information

Market Force Information, Inc. is the leading global customer experience information and insights company for multi-location businesses including major retailers, restaurants, grocery and convenience stores, financial institutions, entertainment studios and consumer packaged goods companies. With over 120 years of combined industry experience, Market Force Information has pioneered the industry with a suite of customer experience information solutions – from 300,000 mystery shoppers, to real customer surveys, to expert evaluation – that provides actionable insight into the customer’s ‘moment of truth’ and gives its clients a holistic view of their customer’s in-store experience. For more information, please visit: www.marketforce.com.