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Market Force Acquires Canada’s Customer Satisfaction, Social Media and Call Center Technology Leader

Tell Us About Us acquisition bolsters Market Force’s Customer Intelligence solution suite, creates customer feedback “Center of Excellence”

BOULDER, Colo., March 28, 2011 — Market Force Information, the world’s leading customer intelligence solutions company, has acquired Winnipeg-based Tell Us About Us (TUAU), a leader in customer experience measurement and Canada’s largest customer intelligence solution provider. Effective March 15, 2011, this marks Market Force’s fourth acquisition since its inception in 2005. The addition of TUAU will bolster its Customer Intelligence suite with more in-depth customer feedback solutions and expertise.

The TUAU acquisition will enable Market Force to build upon its Customer Intelligence offerings to provide more robust customer satisfaction solutions, including web and interactive voice response survey capabilities, employee satisfaction surveys, social media monitoring, 800-call center live support, as well as broader Canadian mystery shopping services.

Over the past six years, Market Force has grown into a preeminent Customer Intelligence solution provider. It is now the largest mystery shopping company in the world and one of the largest price audit and analytics firms in North America, while its merchandising, customer survey and intercept services are used by some of North America’s largest brands. TUAU is also a leading customer intelligence company that provides a range of customer feedback solutions, with products and services that have been lauded by clients and recognized with a number of awards.

According to Sahir Anand, vice president and principal analyst with Aberdeen Group, Customer Intelligence is a new generation of customer experience management. “By pulling together multiple threads of consumer data—from mystery shopping, to customer satisfaction, to 800-call center, to social media—and coupling it with store financial metrics, retailers can understand the gaps associated with end-to-end customer experience before, during and after the sale. This approach is critical to improving customer conversion, margin and revenue.”

Anand adds, “This acquisition indicates that Market Force is serious about leading in this new space. We will be watching their performance with great interest over the coming months.”

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“There is a huge opportunity for expanded growth right now as our clients angle to stay ahead in the race for customer loyalty,” said Tyler Gompf, CEO of Tell Us About Us. “Whether it’s quickly gathering and responding to social media posts, expanding feedback opportunities with a wide variety of survey methodologies, or providing efficient call center services, our measurement systems are designed to give clients the opportunity to delight their customers. With the added scale and big vision that Market Force brings, we can really deliver world-class solutions.”

“This is a milestone acquisition for us,” said Karl Maier, Market Force’s CEO. “We’ve grown our Customer Feedback portfolio over the past several years and, with TUAU, we’ll have greater capabilities spanning even more markets and geographies. What’s more, TUAU’s 800-call center services and social media monitoring and outreach naturally complement our current solutions and will give our clients even more resources for their customer intelligence. We’ll now have a new Center of Excellence headed by Tyler and his talented team.”

About Market Force Information

Market Force Information, Inc. is the leading global customer intelligence solutions company for multi-location businesses including major retailers, restaurants, grocery and convenience stores, financial institutions, entertainment studios and consumer packaged goods companies. With more than 120 years of combined industry experience, Market Force Information has pioneered the industry with a suite of customer intelligence solutions – from 300,000 field associates, to real customer surveys, to proprietary decision support tools – that provides a holistic view of the customer’s on-site experience and identifies the actions required at the store level to increase customer loyalty and improve financial performance. For more information, please visit: www.marketforce.com and follow us on Twitter @MarketForce.

About Tell Us About Us

Since 1997, Tell Us About Us (TUAU) has been helping businesses strategically focus on customer and operational feedback as a critical success factor to drive long-term growth and profitability. As the leading full-service customer feedback provider in North America, TUAU helps organizations measure the brand experience through satisfaction surveys, mystery shopping, and 1-800 live operator support. TUAU feedback solutions help clients to create consistent brand experiences and implement customer-centric strategies and principles. TUAU works with more than 100 trusted brands and serves organizations with over 30,000 locations in industries including restaurant, retail, financial, hospitality and call center. www.tellusaboutus.com

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