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CONTINUED GROWTH LEADS TO SENIOR HIRES FOR GONGOS RESEARCH

Companywide Participation in Recruiting Proves Fruitful

AUBURN HILLS, MI – May 19, 2008 – Gongos Research today announced that revenue and project growth in 2007 led to implementing a companywide effort to energize its 2008 recruiting objectives. Empowering its employees to assist in identifying and recruiting research and IS talent resulted in 11 new appointments, including three veteran market researchers: **Mitch Sanders** to Research Director, Analytics; **Duston Pope** to Senior Project Director, Consumer Products; and **Angel Muxlow** to Senior Project Director, Retail/Services.

Fostering university relationships, offering generous referral incentives, and encouraging members to be creative instilled a sense of involvement and ownership in the recruiting process. The collective efforts resulted in the hiring of employees both in and outside the state of Michigan.

“Instating a companywide effort to bolster our recruiting practices was the top priority in our first quarter,” says John Gongos, president/CEO of the company. “Engaging everyone from every level within our company enabled us to seek out, rally behind, and secure sought-after talent.”

Mitch Sanders joins the company from Harris Interactive in Rochester, New York where he spent four years—most recently as Senior Research Scientist—specializing in Internet methodologies. **Duston Pope** comes to Gongos from Michigan-based Market Strategies International where he was a Healthcare Research Study Director. **Angel Muxlow** returns to Gongos Research from J.D. Power and Associates where she was Research Manager.

Additional full-time appointments in 2008 include:

Amy Kendziorski	Project Director – Retail/Services
Megan Milczarski	Senior Project Coordinator – Retail/Services
Joel Frost	Senior Project Coordinator – Retail/Services
Matt Graton	Project Coordinator – Automotive/Powersports
Scottie Fisher	Project Coordinator – Automotive/Powersports
Jennifer Wroblewski	Project Coordinator – Consumer Products
Nichole Roose	Project Coordinator – Consumer Products
Sandeep Nellutla	Senior Developer - Information Systems

Kendziorski joins from Kohler Co., where she was a Market Research Analyst. **Milczarski** is a recent MS graduate in Math and Statistics from Georgetown University in Washington D.C. **Frost** and **Fisher** are each relocating to Michigan, after graduating from the Master of Marketing Research Program at the University of Georgia in Athens. The program is largely funded by the Coca-Cola Center for Marketing Studies at the Terry College of Business. **Graton** joins from Quicken Loans, **Wroblewski** is a graduate of Central Michigan University, and **Roose** is a recent graduate of Adrian College. **Nellutla** relocated to Michigan from San Francisco, CA where he worked as a Senior Software Engineer-Subject Matter Expert for Visa.

Since 1991, Gongos Research has worked with leading companies including Best Buy, Hallmark Cards, Mars Inc., Domino's Pizza, US Bank, GM, OnStar, and Polaris. In 2007, the company was named to the Inc. 5000 list of "The Fastest Growing Companies in America."

Gongos Research is a custom marketing research company that forms trusted research partnerships with companies around the world. Blending strategic thinking, top talent, breakthrough technologies and proprietary software, Gongos' offerings help refine, enhance and advance products and services across many industries. For further insight into the Gongos culture, visit **gongos.com**.

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