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GONGOS RESEARCH HIRES TWO SENIOR ANALYSTS

**Lynn Siluk Appointed to Research Director, Analytics /
Brent Gruber to Senior Project Director, Automotive/Powersports**

Auburn Hills, MI – December 6, 2006 – As announced today by John Gongos, president of Gongos Research, the company has hired Lynn Siluk as Research Director, Analytics and Brent Gruber as Senior Project Director, Automotive/Powersports. Both senior appointments come on the heels of the company's recent announcement of 40% revenue growth in 2006.

Lynn Siluk comes to Gongos Research following a 17-year career with Ford Motor Company. Most recently, she was Advanced Product Research Manager for their Global Consumer Insights division based in Dearborn. As Research Director, Analytics for Gongos Research, Siluk will continue to advance the company's quantitative research capabilities, statistical analysis, study design and reporting. Siluk's expertise will extend into the company's three client divisions: Automotive/Powersports, Retail/Services and Consumer Products. She reports to Bill Thomas, Principal and Head of Quantitative Research/Analytics.

Brent Gruber comes from Ann Arbor-based ForeSee Results, where he was Senior Satisfaction Research Analyst working with global brands such as General Motors, 3M, Intel and Procter & Gamble. As Senior Project Director, Automotive/Powersports for Gongos Research, Gruber will manage complex projects that included primary research studies and web analytics for international brands. He reports to Bob Yazbeck, Vice President and Head of Automotive/Powersports.

Since 1991, Gongos Research has worked with leading companies including Best Buy, Hallmark, Nestlé Purina, Masterfoods USA, Domino's, Borders, Lowe's, Sprint, GM, OnStar, and Polaris.

Gongos Research is a custom market 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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