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SHIFTING CONSUMER EXPECTATIONS SPUR RETAIL GROWTH AT GONGOS RESEARCH

Michigan-Based Marketing Research Company Expands Retail Team with Katherine Ephlin

Auburn Hills, MI – September 18, 2006 – Service has re-emerged as a leading consumer demand and loyalty driver according to How America Shops®, a 2006 study conducted out of New York, and Gongos Research can attest to its validity. The Michigan-based custom marketing research firm is experiencing over 50% growth this year in its Retail/Services division, with Minneapolis-based Best Buy leading the way.

In working with its largest client, Gongos Research has an ongoing commitment to the success of Best Buy. Gongos' expertise in Web-based survey applications and online Web communities is helping bring Best Buy closer to their customers by gaining a deeper understanding of their key customer segments.

To support the recent growth, Gongos Research has hired Katherine Ephlin as Senior Project Director. Formerly a Senior Brand Analyst and Manager of Strategic Marketing for GM, Ephlin will manage and provide strategic direction for a newly created Web community developed for Best Buy. Ephlin brings over a decade of experience in both quantitative and qualitative research.

“As we evolve traditional methodologies toward new Web-based offerings, Katherine’s strategic thinking is paramount,” says Camille Nicita, principal and head of the Retail/Services division of Gongos Research. “Her strong background in product development, segmentation, reporting, and analysis will complement our team.”

Since 1991, Gongos Research has worked with leading companies including Hallmark, Nestlé Purina, Masterfoods (Mars, Inc.), Domino’s, Lowe’s, Sprint, GM, OnStar, and Polaris. In the Retail/Services sector, the company also welcomed Borders, US Bank, and The Hershey Company this year.

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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