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GONGOS RESEARCH NAMED TO HONOMICHL TOP 50

Revenue Growth Means Breakthrough into Top 50 Market Research Companies Nationwide

AUBURN HILLS, MI – June 30, 2008 – Gongos Research today announced it has been named a Honomichl Top 50 U.S. market research company, as published in the 35th annual business report of *Marketing News*—an American Marketing Association publication. Based on 2007 gross revenues, Gongos Research ranked as the 46th top market research firm in the U.S. This is the first time the company has surfaced on the list since Gongos was founded in 1991.

Gongos Research has sustained a high level of organic growth—most notably in the past three years—with a 55% overall increase in revenues since 2004. This momentum is attributed to the company staying true to its positioning as a trusted research partner, and a focus on developing technology-driven research products. In addition to growing existing client relationships, new clients include Lowes, Blue Bunny, US Bank and Ford Motor Co. Additionally, the 2006 and 2007 rollouts of gongos i°Communities and metaCommunity—private online communities that fuel qualitative and quantitative research—have generated substantial interest among clients.

“In terms of milestones in our industry, the Honomichl list is unparalleled,” says John Gongos, president and founder. “We are thrilled to be among the nation’s top firms – it is very much a tribute to the talented staff we have assembled, as well as the quality clients we partner with.”

The “Top 50 U.S. Market Research Ranking and Review” is a report published by the American Marketing Association (AMA), North America’s largest professional marketing association, and *Inside Research*®, a one-source authoritative report founded in 1990 by Jack Honomichl, the leading market research industry authority.

Since 1991, Gongos Research has worked with leading companies including Best Buy, Mars Inc., Hallmark Cards, Domino’s Pizza, Nestlé Purina, 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.

Contact:
Susan Scarlet
Marketing & PR Director
Gongos Research
248.239.2381
sscarlet@gongos.com