



Press Release

August 16, 2010

For more information contact:

Derek Brown
Coyne PR
973-316-1665
DBrown@CoynePR.com

Elizabeth Tillman
GfK Custom Research
North America
212-240-5300
info@gfkamerica.com

GfK Technology Team Launches Rebranding Effort to Reflect Expanding Client Portfolio and West Coast Presence

New San Francisco Office to Be Led By Former International Technology Consultant

NEW YORK, August 16, 2010 – GfK Technology, a division of GfK Custom Research North America, today announced the rebranding of the team to GfK Business & Technology, along with the opening of a new office in San Francisco, CA. The rebranding of the team reflects its expanding scope of services and client portfolio within the B2B and technology sectors.

GfK Business & Technology provides custom-built research solutions for a wide variety of clients, including global technology industry leaders. GfK's services include market measurement and assessment, new product development and concept testing research, market segmentation analysis and actionable strategies for the marketing, branding and promotion of new products and services.

With the addition of the San Francisco office, GfK Business & Technology now has three U.S. offices, including Princeton, NJ and Media, PA.

"San Francisco is at the heart of America's technology belt as well as a hub for global commerce and business innovation," said David Krajicek, Managing Director of GfK Business & Technology. "Our west coast office gives us the ability to keep our finger on the pulse of the technology community and provide our unique insight and research products to our growing list of clients."

The San Francisco office will be staffed with four team members and led by Tilman Rotberg, Vice President of Consulting, GfK Business & Technology. Rotberg joined GfK's Business & Technology team in 2003. Prior to this, he was located at GfK's headquarters in Nuremberg, Germany, managing large-scale international technology accounts.

GfK Custom Research
North America
GfK Custom Research, LLC
75 Ninth Avenue, 5th Floor
New York, NY 10011
USA

Tel 212-240-5300
Fax 212-240-5353
www.gfkamerica.com



About GfK Business & Technology

A division of GfK Custom Research North America, GfK Business & Technology is one of the world's largest providers of business-to-business and consumer research to the global technology and telecommunications industries. Unique in its ability to profile, segment and evaluate technology customers, it provides a deep understanding of target groups, including their needs, brand awareness and perceptions, buying behaviors and product usage. As a result, it has been a major force in guiding some of the most renowned technology leaders in identifying, growing and retaining their customer bases.

About GfK Custom Research North America

Headquartered in New York, GfK Custom Research North America is part of the GfK Group. The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It delivers a comprehensive range of information and consultancy services in three business sectors— Custom Research, Retail and Technology and Media. The no. 4 market research organization worldwide operates in more than 100 countries and employs over 10,000 staff. In 2009, the GfK Group's sales amounted to EUR 1.16 billion. For more information visit www.gfkamerica.com. Follow us at www.gfkinsights4u.com or on Twitter @gfkamerica.

#