

PRESS KIT

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The Toronto, Ontario-based Forum Group of Companies provides full-service qualitative and quantitative survey research in a wide variety of business-to-business and business-to-consumer areas such as customer experience and product development.

The Forum Group is comprised of five distinct divisions:



Canada's largest survey firm specializing in customer experience research, Forum conducts more than 600,000 surveys each year. Some of the firm's research tools include small- and large-scale telephone, interactive telephone, and online polling, focus groups, one-on-one interviews, as well as mail, door-to-door, intercept and personal surveys. Founded in 1993, the company has conducted research and provided sound business solutions for a wide range of clients in industries such as retail, business and financial services, engineering, energy, consumer products, food service, IT, telecommunications and insurance, as well as provincial and federal governments,

www.forumresearch.com



A full-service market research firm, Foundation Research Group specializes in new product evaluations, brand equity studies, pricing research (price/value mapping, revenue modelling, competitive pricing analysis, right-pricing new products and trade-channel analysis), usage and attitude surveys, and customer loyalty and employee engagement programs. The firm conducts this critical research using a wide range of methods including focus groups, executive interviews, online polling, in-depth business-to-business surveys and telephone polling. Foundation's highly-qualified personnel identify key customer concerns and develop effective action plans with clearly-defined goals and objectives to guide their market research. The data gleaned through the firm's research allows organizations to achieve their brand-building and product-development goals. Clients include media organizations, urban planning firms, IT, pharmaceutical and business services.

www.foundationresearchgroup.com



SHOP 'N CHEK

A licensee of Atlanta, Georgia-based Shop 'n Chek Worldwide – North America's leading supplier of mystery shopping services – Shop 'n Chek Canada's methodology, technology and experience combine to provide clients with the most cost-effective and accurate mystery shop data. Shop 'n Chek serves clients in a wide range of industries including hospitality, retail, petroleum, manufacturing, public utilities and government. The firm's myriad services include mystery shopping, point-of-sale and service-delivery observations, product presentation research and pricing studies. Shop 'n Chek Worldwide is a founding member of the Mystery Shoppers Providers Association, as well as the Marketing Research Association and International Customer Service Association.

www.shopncheck.ca



RDD NET

RDD Net is an exciting new division of the Forum Group of Companies. The firm executes statistically valid online surveys covering a wide range of topics across industries using its proprietary random-digit-dialing technology. RDD Net is one of the few online polling firms in Canada which can provide efficient, accurate business-to-business and business-to-consumer polling, addressing the needs of clients including major brands, media organizations, financial institutions, retailers, healthcare providers, insurers, technology firms, government agencies, and academic institutions.

www.rddnet.ca

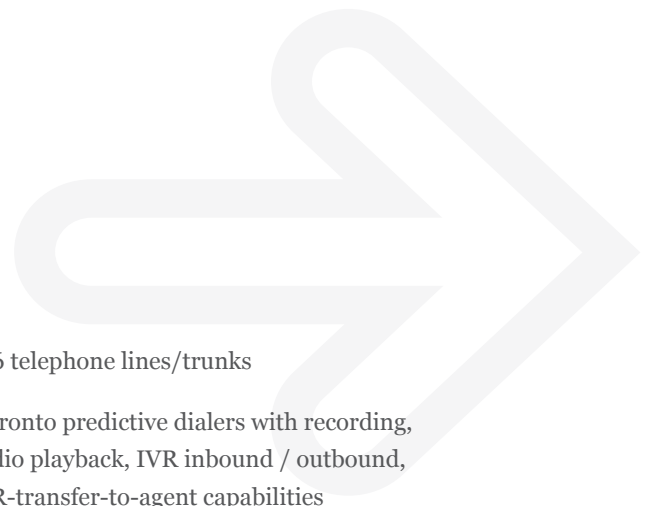


**ACCESS
RESEARCH INC.**

Access Research operates Canada's largest survey research call centre. Located in downtown Toronto, Access Research's call centre has 130 CATI-equipped stations manned by more than 500 telephone interviewers. The call centre is typically open seven days-a-week and conducts calls to locations around the world. Surveys are conducted in 15 different languages.

www.access-research.com

Forum Group Fast Facts



The Forum Group boasts a highly-experienced research staff composed of:

- More than 1,000 interviewers, including 40 bilingual staffers who regularly conduct interviews in Arabic, Cantonese, French, Greek, Italian, Mandarin, Polish, Portuguese, Russian, Somali, Spanish, Tamil and Vietnamese with respondents in Argentina, Belgium, Canada, Czech Republic, Denmark, France, Germany, Hungary, Ireland, Italy, Mexico, Poland, Portugal, Russia, Serbia, Slovakia, Spain, Sweden, Taiwan, Thailand, Turkey, United States and Vietnam
- More than 8,000 mystery shoppers located in all areas of the country
- More than 10,000 randomly-selected online panel members fully representative of the country
- An elite team of executive interviewers including six research professionals, two of whom hold PhDs

The Forum Group uses leading-edge technology including:

- A large-scale, dedicated call centre in Toronto with remote monitoring capabilities
- Leading edge Command Centre 3 Interviewing CATI (computer-assisted telephone interviewing) platform software for more than 130 stations, with access to an additional 300 stations through the Interviewer CATI network

- 336 telephone lines/trunks
- 3 Pronto predictive dialers with recording, audio playback, IVR inbound / outbound, IVR-transfer-to-agent capabilities
- 300 port Norstar telephone system with remote monitoring capabilities
- 180 PCs, including 130 CATI work station PCs, 40 administrative PCs and 10 servers. Servers host a multitude of technologies including SQL Exchange, SharePoint, IIS/Web, Crystal Reports, Terminal Services and SFTP, all monitored 24-hours-a-day, seven days-a-week
- Dedicated web server that can support more than 400,000 online surveys annually
- Network infrastructure provides gigabit backbone to all servers and fast Ethernet connectivity through dedicated switches to all desktops
- Dedicated T1 1.5 Mbps Internet connection
- Cisco hardware to provide resilient security, reliability and external VPN connectivity to external vendors
- Data processing capability using StatXP, UNCLE and WinCross tabulation software and SPSS, SAS analytic software

Management Bios

Lorne Bozinoff (Ph.D.),
President and Founder, Forum Research Inc.

Dr. Bozinoff is a recognized expert in the areas of survey research, questionnaire design and advanced statistical analysis. He founded Forum Research Inc. in 1993, and has watched the company grow to become one of Canada's largest and most respected market research firms.

Dr. Bozinoff has managed survey research projects covering a wide range of topics from product segmentation to new product development, from advertising to customer satisfaction. His past clients have included advertising agencies, large brands, federal and provincial governments, major media organizations and academic institutions. Prior to founding the Forum Group, Dr. Bozinoff was the executive vice-president of the Gallup Poll and a senior consultant with PricewaterhouseCoopers. He also served as a faculty member at Pennsylvania State University, where he taught courses in survey research and consumer behaviour.

Chris Bandak,
President, Foundation Research Group, Inc.

With more than 10 years of experience in market research across a breadth of industries and a wide range of methodologies, Chris Bandak has been an executive team member of the Forum Group since 2003.

He has designed, consulted and managed a plethora of large market-research projects in areas such as employee and customer satisfaction, new product development, market segmentation, sales forecasting, media polling and retail pricing. Prior to joining Foundation Research, Mr. Bandak served as the director of one of Canada's largest media research companies, and as a consultant conducting quantitative and qualitative research and analysis for a pricing strategy firm.



A Brief History Of The Forum Group Of Companies

- 1993 Forum Research Inc. is founded with a 10 telephone station call centre
- 1995 The firm moves to CATI-based telephone interviewing
- 1999 The firm expands to 50 CATI stations, Access Research founded
- 2002 The firm expands once again, this time to 80 CATI stations
- 2003 The Canadian license for Shop'n Chek is acquired
- 2004 The firm expands to 120 CATI stations
- 2004 Foundation Research is acquired
- 2004 Online and interactive polling capabilities are launched
- 2010 RDD Net is launched

Awards and Recognition

- In 2008 the firm was awarded the MRIA's Gold Seal
- Staff awards include:
 - CMRP (Certified Marketing Research Professional)
 - CMC (Certified Management Consultant)
 - PRC (Professional Researcher Certification)
 - Fellow, Royal Statistical Society
 - C. Stat. (Chartered Statistician, RSS)
 - C. Sci. (Chartered Scientist, RSS)
 - P. CRM (CRM Professional, AARM)



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