

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Forum Research Inc. and Research Dimensions Ltd. announce strategic corporate alliance

Relationship aims to deliver sweeping product, service innovations

Toronto, June 27th, 2012 – Toronto-based market research and polling firm Forum Research Inc., is pleased to announce a strategic alliance with market research organization Research Dimensions Ltd.

This dynamic new relationship will see the two firms combine their Toronto facilities, share technology and focus on delivering innovative new products and services. Their respective staffs will now work from Forum Research headquarters at 180 Bloor St. W.

“This partnership provides immense value to our respective clients,” said Forum Research president Dr. Lorne Bozinoff. “It allows two industry leaders to provide a more diverse range of qualitative and quantitative research services to our customers, helping them make the key strategic decisions they need to achieve success and grow their firms.”

The alliance offers Forum Research clients access to Research Dimensions’ unique qualitative services such as product research speed dating and war games—designed to help marketers develop new competitive marketing and product strategies—a department helmed by legendary qualitative research moderator Nancy Siller. That’s in addition to its new product development and ad tracking services, headed by RD president David Kay.

Research Dimensions clients will enjoy access to Forum Research’s specialized products and services including customer experience measurement and marketing research. Customer experience measurement will be provided through Forum’s Customer Experience Group, headed by industry veteran Phil Atrill. The cornerstone of Forum’s customer experience measurement is its Fuzion™ enterprise feedback management service. Clients can also tap Forum Research’s well-established marketing research services including brand equity, pricing and media analytics, headed by Marketing Research Group president Chris Bandak. For more information, visit www.forumresearch.com

About Forum Research

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country’s leading survey research firms. A sampling of the firm’s Forum Polls™ may be found at The Forum Poll™ archive at www.forumresearch.com/polls.asp

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HIGHLIGHTS:

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