

Millward Brown Acquires Greenfield Consulting Group 3 May 2002

Millward Brown has acquired Westport, Connecticut-based Greenfield Consulting Group, North America's leading qualitative research consultancy. The merger will provide clients with the most comprehensive, integrated qualitative and quantitative offering in North America. In addition, it will 'close the circle' for Millward Brown qualitative, with the company now able to offer clients significant qualitative resources in all regions of the world. Integration of the two companies' products and services begins immediately.

Founded by Andy Greenfield in 1983, Greenfield Consulting currently has 15 moderators and a full service field support operation. Since its inception, the company has conducted over US\$85million of qualitative research. Annual revenues for 2001 were US\$13.5million. Mr Greenfield was also the founder of Greenfield Online, which he sold in 1999 to focus his full-time energies on Greenfield Consulting. Greenfield Online is now an independent company and is not involved in this transaction.

Commenting on the acquisition, Eileen Campbell, CEO of Millward Brown North America said: "Our own internal research tells us that the ability to integrate both qualitative and quantitative research results in a high quality research product and greater overall client satisfaction. Greenfield Consulting gives us the capability to offer our clients the best integrated research service in North America. There is tremendous synergy between our client lists and very strong endorsement of the combined resources. Both companies also have a strong heritage of applying brainpower to the business issues our clients face, and providing actionable, marketing-driven solutions to those issues."

Added Andy Greenfield, CEO of Greenfield Consulting: "We are very excited to be joining the Millward Brown Group. Now, Millward Brown can offer world class marketing research consulting skills by bringing a whole new set of research tools and capability to the market. I think we are now able to offer marketers the most comprehensive integrated research capability available and we can execute anywhere in the world on virtually any timing. All of which enables our clients to be more effective in the global marketplace."

Andy Greenfield will remain as CEO of Greenfield Consulting, a Millward Brown Company, reporting to Eileen Campbell, Millward Brown North America's CEO. All other Greenfield Consulting management and staff will be retained and will continue to serve their existing clients.