



## Press Release

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### **GfK expands Custom Research network in the USA**

#### **GfK Strategic Innovation created out of acquisition of Arbor Strategy Group**

**Nuremberg, August 7, 2008 – The GfK Group acquired 100% ownership of US company Arbor Strategy Group (ASG) on August 1, 2008. ASG, a leading strategic brand innovation consulting firm, will trade under the name of GfK Strategic Innovation in future. The takeover contributes to the growth of GfK Custom Research North America and will see new GfK locations of ASG offices in Ann Arbor, Michigan, and Chicago, Illinois.**

ASG complements GfK Custom Research North America's New Product Development (NPD) services, which include comprehensive research tools such as concept testing and development, volume forecasting, go-to-market planning, post-launch/in-market consulting, in-market results validation and now strategic innovation and creative ideation.

"The acquisition of Arbor Strategy Group expands our NPD research portfolio and complements the fact-based consulting services we provide," says Debra A. Pruent, Chief Operating Officer of GfK Custom Research North America and member of the GfK Group Management Board. "With the addition of the innovation and ideation services ASG provides, we're now uniquely positioned to guide clients through every stage of the NPD process using a more holistic approach."

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Phil Roos, President and CEO of Arbor Strategy Group, will lead the new GfK practice area focused on strategic brand innovation. GfK Strategic Innovation will support its clients in seeking out the markets of tomorrow and employing innovations which are groundbreaking yet remain unutilized to date. In doing so, the company will combine GfK's global resources with its own innovative consulting.

In 2007, ASG had a staff complement of 27 and achieved sales of USD 6.3 million. The firm's clients included six of the top ten global food companies, five of the top ten household companies as well as a number of leading manufacturers of health and beauty products and other consumer goods.



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### **The GfK Group**

The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Media. In financial year 2007, the GfK Group achieved sales of EUR 1,162.1 million. The Group has 115 companies operating in more than 100 countries. Of a total of approximately 9,297 employees (as of March 31, 2008), 81.1% are based outside Germany. For further information, visit our website: [www.gfk.com](http://www.gfk.com)

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