

MRSI Launches Proselect(SM)

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Online Product Testing Solution Quicker, Cheaper, More Convenient than Traditional Methods

CINCINNATI, April 20, 2006 - MRSI (Marketing Research Services Inc.), a leading provider of custom marketing research solutions, launches ProSelect(SM), an online product testing solution designed for marketing researchers and product developers in a variety of consumer product markets. ProSelect helps clients test products more conveniently, faster, and at a lower price than traditional product testing methods such as mall intercepts or central location testing.

As part of MRSI's PRISM® system for product development, ProSelect answers key product development questions such as: is my product as good as I think it is, does it have strong consumer appeal, how well does it perform in real-world conditions, what's its advantage over the competition, what needs improvement, and does the product deliver on its promises.

ProSelect's advantages over traditional product testing methods give clients more bang for their research dollars. With ProSelect, surveys are available 24/7 and results are monitored as they come in, meaning faster results for clients. Using ProSelect is also more convenient because clients can ship products to one central MRSI facility instead of malls across the country. Since data is collected online, higher response rates mean fewer recruited respondents, and a smaller number of products required for each test, making ProSelect cheaper than traditional product testing as well.

MRSI's Chief Operating Officer, Todd Earhart, comments, "As a company that continually strives for improvements in research processes and efficiencies while maintaining the utmost in research quality, the development of ProSelect was a natural next step as an offering for our clients. MRSI is particularly experienced in product testing, typically testing 100's of products each year in categories from shelf-stable and frozen food to hair care, personal care, and intimate apparel."

Earhart goes on to say, "We've also been part of the explosive growth of online research in recent years. In fact, having completed over 1½ million online surveys for over 1,500 studies between 1999 and 2005 we can say for certain that online data collection can offer numerous advantages for researchers today. Thus, we felt the development of a product that combines the advantages of online data collection, such as speed, convenience and lower cost, with a key piece in the product development process, such as product testing, would be of tremendous value to our clients."

Through ProSelect's primarily monadic testing technique, consumers provide likes and dislikes about the product, rate the product overall, and on key diagnostic product attributes. Analysis on product strengths and weaknesses is then used to provide specific guidance on areas of product improvement (prior to an actual product launch).

ProSelect can also be used for frozen product testing. MRSI can pack and ship products from one centralized facility using dry ice and insulated coolers.

MRSI (Marketing Research Services Inc.) is member of the MVL Group of companies. We are a full-service marketing research firm located in Cincinnati, Ohio. Since 1973, MRSI has been working with industry leaders to identify market opportunities that drive their businesses forward. MRSI provides custom quantitative and qualitative research solutions for consumer and business-to-business companies across a wide range of industries. MRSI assists clients in all phases of their research projects, from study design, questionnaire development and data collection, to analysis and reporting.