



Company Overview

Market Force Information, Inc. is the leading customer experience information and insights partner for multi-location businesses. We provide actionable insight into customer's moment of truth with our clients' business — the face-to-face interaction with brands when purchase decisions are made. Through our unique suite of products and services, we help clients perfect their customer experience to drive stronger loyalty and increased revenue.

Market Force Information was created because we identified an opportunity to redefine the way customer experience information was utilized. Through the acquisition of leading companies and the addition of new, innovative products and reporting technologies, we are the only company in the industry to offer a truly full-service, integrated suite of mystery shopping, direct customer feedback, on-site merchandising and analytics services.

Our products and services are broken into two categories:

OnSight: Evaluations and Action

- We evaluate clients' customer experience providing information that is objective, subjective, operational and experiential
- We provide direct on-site action through a full range of merchandising services

InSight: Identify Solutions

- We maximize the value of clients' customer experience information with insights gained through rigorous statistical analysis
- We initiate immediate on-site improvements through automated training or reward programs

With years of experience servicing the leaders in almost every customer-facing industry, we provide the best on-site information, insights and actionable solutions to help clients deliver on their brand promise and maximize sales.



Product Overview

OnSight and InSight: Information, Insight and Action.

Market Force Information has pioneered a unique suite of customer experience information and insight solutions that combine multiple data streams with on-site action and value-added analytics to optimize the customer experience for our clients and maximize sales. Built on years of experience and delivered through our leading technology platform, our product suite consists of two key product categories—*OnSight: Evaluations and Actions* and *InSight: Identify Solutions*—that together create results and value for our clients.

Our *OnSight* evaluations provide a holistic picture of our clients' customer experience by capturing different types of on-site information, including operational and experiential, objective and subjective. Through a full range of merchandising services we also provide the on-site action clients need to ensure their products are being displayed when and where they want them to be.

Our *InSight* solutions maximize the value of this information by applying rigorous analytics to our client evaluations, identifying critical insights for their business and driving immediate improvement through automated training or rewards programs.

Valuable information. On-site action. Critical insight. All from a single partner.

ONSIGHT: EVALUATIONS AND ACTION

PRODUCT CATEGORY	KEY ISSUES ADDRESSED
» Mystery Shopping	» Compliance with internal guidelines for operational performance and branding
» Merchandising	» Product placement, stocking, pricing and packaging
» Direct Customer Feedback Surveys	» Customer perceptions and attitudes
» On-Site Audits	» Merchandising/branding compliance, in-stock status and product pricing
» Competitive Evaluations	» Competitive comparison across a consistent set of measures
» CRI Theatre Checks	» Verification of and reaction to pre-feature advertising, trailers and promotional programs
» On-Floor Set Up	» Timely and proper execution of promotional programs and seasonal product changes
» Crisis Management	» Immediate rectification of product crisis situations including recalls

Benefits of our Integrated Product Suite

- » Delivers actionable insights
- » Pinpoints focus areas for greatest ROI
- » Improves on-location and call center operational performance
- » Aligns customer experience with expectations
- » Verifies compliance with product placement, stock level, and pricing guidelines
- » Ensures products are displayed when and where you want them to be
- » Identifies significant performance gaps and best practices across your business
- » Uncovers corporate-wide behavior patterns leading to revenue opportunities
- » Tells a story that provides consultative recommendations
- » Improves employee effectiveness, morale and retention

INSIGHT: IDENTIFY SOLUTIONS

PRODUCT CATEGORY	KEY ISSUES ADDRESSED
» Loyalty Lift Calculator	» Estimate the impact of performance improvements on satisfaction, loyalty, and financial performance.
» Analytics & Insights	» Business opportunities and “levers” where investment will generate the highest returns
» Triggered Training® and Rewards	» Automated, real-time delivery of training or rewards based on mystery shopping scores
» HearSay: Text Mining & Analysis	» Classify open-end responses from customers and identify their positive and negative sentiments
» Television Retail Insights	» Competitively benchmarked in-store sales information for HDTVs

Fact Sheet

- Headquartered in Boulder, CO, with divisional operations in Georgia and New York
- Acquisitions since the inception of Market Force Information:
 - Shop'n Chek Worldwide (February 2006)
 - Speedmark Information Services (March 2007)
 - SG Marketing Group (March 2007)
 - Certified Marketing Services (January 2008)
- Approximately 350 employees
- Supports operations in all 50 states, with additional coverage across the Americas and the Pacific Rim
- Field network consisting of over 300,000 independent contractors
- Industries served include major retailers, restaurants, drug and grocery stores, petroleum/convenience stores, financial institutions, consumer packaged goods companies and the entertainment industry
- Privately held

Current Investors Include

- Monitor Clipper Partners
- Centennial Ventures
- Boulder Ventures
- Vista Ventures



Management Team

Karl Maier, Founder and Chief Executive Officer

Karl Maier is responsible for the overall leadership and direction of Market Force Information, including all aspects of strategy and execution. In recognition of Market Force Information's success and his outstanding leadership, Mr. Maier was honored as an Ernst & Young Entrepreneur Of The Year® 2008 award winner in the Rocky Mountain region. Prior to founding Market Force Information, Mr. Maier was the Executive Chairman of the Board of Vector ESP, a provider of professional Information Technology services that was ultimately acquired by MTM Technologies, Inc., a publicly-traded IT services firm. Before Vector, Mr. Maier was the Chief Executive Officer of VIA NET.WORKS, a public international Internet service provider. He was recruited by the Board of Directors and successfully led the company's turn-around. Prior to VIA, Mr. Maier was the President & CEO of Cordillera Communications, Corp., a Latin American wireless service provider that was acquired by Nextel International. Prior to Cordillera, Mr. Maier worked in Germany serving as Vice President of Freyberg Hambros, a Frankfurt-based investment banking boutique, and as CFO of Berlin Kosmetik GmbH, a cosmetics manufacturer in Berlin. Previously, he was an Assistant Vice President at the Bank of Boston. He received a B.A. from Bowdoin College.

Shauna Callahan, Vice President and Controller

Shauna Callahan is responsible for the company's accounting, financial records and reporting. Prior to joining Market Force Information, Ms. Callahan served as Senior Director of Finance and Sales Operations for Carrier Access Corporation where she led financial operations, budgeting, financial analysis and internal and public reporting. At Carrier Access, Ms. Callahan acted as a strategic finance partner with sales and operations, measurably streamlining financial processes and increasing the company's financial efficiency. Ms. Callahan brings over 15 years of progressive experience in financial and operational management positions, including Controller positions at Nautilus, Inc., Airbase Services, Inc., Internet Commerce and Communications and Corporate Express Australia, Ltd. Ms. Callahan is a Certified Public Accountant and received her B.S. in Business Administration and Accounting from the University of Colorado at Boulder.



Cheryl Flink, Vice President of Customer Experience Solutions

Cheryl Flink is responsible for the development and delivery of all research and analytics for clients. Prior to joining Market Force Information she was Senior Vice President at Verde Group leading business development activities in the United States and designing new syndicated research products. Dr. Flink's career has focused on new product development and go-to-market strategies for emerging companies. As Director of Strategic Marketing at HEI Advanced Medical, she led the business unit responsible for creating wireless medical device connectivity products, developing both the business strategy and the product portfolio. As Senior Vice President of Seurat, a precision marketing outsourcing firm, she headed up the Customer Profile Management and Managed Analytics business units. Dr. Flink founded Lodestone Research, a consulting firm providing market research and human factors engineering to Fortune 500 companies like Hewlett Packard and Medtronic. Dr. Flink graduated from the University of Kansas with a B.A. in Psychology and earned her Ph.D. in Psychology with an emphasis in research methods and statistics from the University of Colorado.

Patrick Gaul, Senior Vice President of Sales

Patrick Gaul is responsible for sales leadership at Market Force Information. He joined the firm in October of 2008 and is responsible for driving new business growth. Mr. Gaul began his career in the technology industry in 1976 after nine years in the United States Marine Corps where he was awarded a number of commendations including National Defense Service Medal, the Combat Action Ribbon and a Purple Heart for his service in the Republic of South Vietnam. Mr. Gaul spent nearly twenty-six years with AT&T and Infonet Services Corporation across the globe including assignments in Japan, the United Kingdom, the Netherlands and Belgium before returning to the USA in late 2003 to head up an Atlanta-based web-hosting and interactive marketing firm. Throughout his career, he has held senior positions in sales, marketing and channel management. Mr. Gaul is presently a member of the Board of Directors of the Technology Association of Georgia and was the Chair for the Georgia Technology Summit in 2006 and 2007. He attended the Edinburgh Graduate School of Business in Edinburgh, Scotland.

Blake Herlick, President Certified Merchandising Services (CMS)

Blake Herlick is responsible for the day-to-day leadership of Market Force's Certified Merchandising Services business (CMS), including operational performance and client service. Prior to joining CMS, Mr. Herlick created, owned and ran operations for one of the country's largest national hotel marketing companies assisting five-star hotels in driving revenue to their restaurant, catering and in-room food service businesses. Mr. Herlick also worked in institutional food service for 20 years in many different roles, from manager to owner, during which time he was responsible for providing the public food service for the 1980 Winter Olympic Games in Lake Placid NY. Mr. Herlick graduated with a B.S. in 1966 from Wisconsin State University Stevens Point.

Rushton McGarr, Founder and Vice President of Products & Communications

Rushton McGarr is responsible for efficiently delivering high-quality products and services to market as well as driving the growth and loyalty of the company's independent contractor network. Prior to founding Market Force Information, Mr. McGarr led product management and marketing teams at several venture-backed, Internet software companies. As Director of Product Marketing at NewsStand, a digital media company, he was responsible for the company's software product roadmap and all direct consumer marketing that successfully increased new subscriber growth and customer loyalty for partners like *The New York Times* and *USA TODAY*. Before Factory Logic, Mr. McGarr worked at Dell where he was responsible for pricing of the company's multi-billion dollar consumer PC and laptop product lines in the United States. He began his career as an Assistant Vice President at the Bank of Boston. Mr. McGarr earned a B.A. in Economics and Political Science from the University of North Carolina at Chapel Hill and an M.B.A. with high honors from the McCombs School of Business at the University of Texas at Austin.

Jim Radcliff, President Certified Reports, Inc. (CRI)

Jim Radcliff is responsible for overall performance of Market Force's Certified Reports business (CRI), including financial, operational, client service and sales areas. Mr. Radcliff leads a business that has served the entertainment industry for more than 50 years providing a full range of theatre checking and promotional material installation services. Prior to joining CRI, Mr. Radcliff worked in several different service industries, including Enterprise Rent-A-Car in Washington DC and Atlanta GA for six years, where he most recently served as regional manager responsible for all operational aspects across several locations. He also spent six years with Hyatt hotels in Washington DC working in rooms division management. He received a B.S. in Business Administration from Shippensburg University (PA).



Todd Siegler, Senior Vice President of Corporate Development

Todd Siegler is responsible for all domestic and international strategic alliances, mergers and partnerships as well as the legal and administration functions for the company. Prior to joining Market Force Information, Mr. Siegler was the Senior Vice President of Corporate Development for Verio Inc., a Tier 1 ISP and web hosting company wholly owned by NTT Communications. He led strategic development, mergers, acquisitions, asset dispositions and strategic partnerships. Prior to Verio, Mr. Siegler served as Vice President of International Operations and Legal for Excel Communications, Inc. (formerly a subsidiary of Teleglobe, Inc.) where he led the successful launch of the business into Canada and managed the proposed launch of the business into the United Kingdom, France and Germany. At Excel, Mr. Siegler also served as Assistant General Counsel where he led the negotiation of strategic transactions, mergers, acquisitions and strategic partnerships, including the billion dollar acquisition of Telco Communications Group and the multi-billion dollar merger of Excel with Teleglobe. He began his career as a corporate attorney with the Dallas law firm of Gardere & Wynne, L.L.P. representing both public and private companies in negotiating mergers, acquisitions, dispositions, strategic agreements and corporate governance. Mr. Siegler earned his Political Science degree from Princeton University and his J.D. with honors from Tulane University School of Law.