

**ISG Adds Business Development Manager*****Bea Brown hired as dedicated resource to identify and work with the firm's prospective clients***

**Minneapolis, MN (April 13, 2010)** – Information Specialists Group (ISG), the Twin Cities' leading data collection and full-service market research firm, today announced the addition of Bea Brown as Business Development Manager. Brown is responsible for expanding the reach of ISG by communicating the firm's breadth of capabilities and offerings in qualitative and quantitative research and data collection.

"Bea has worked with us as a consultant for the past year, and it was an easy decision to have her join our firm," said ISG President, Robert McGarry, Jr. "She has already developed and implemented effective strategies for contacting businesses and helping them realize the value of working with ISG. We are proud that our work has increased consistently over the years through client satisfaction and referrals. Bea is already demonstrating the ability to build on this trend by expanding the reach of our message."

With over 10 years of marketing and business development experience with Fortune 500 companies, Bea has demonstrated excellence at building lasting strategic relationships with business partners.

**About ISG**

ISG is a full-service, Minnesota-based market research firm, founded in 1996 by McGarry. The company's steady growth is fostered through relationships built on credibility, expertise, and trust.

From initial consult and study design through analysis and reporting, ISG serves both the business-to-business and business-to-consumer markets with a full range of data collection, qualitative and quantitative services. They employ professional consultants, analysts, project managers, programmers and interviewers who work together to apply hit-the-ground-running research solutions for real-world business challenges.

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