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Management  
Analytics

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## MMA Receives the Highest Rating for the Quality of its Marketing Models in Industrywide Survey

Wilton, Conn., October 31, 2007-- Marketing Management Analytics, Inc. (MMA), [www.mma.com](http://www.mma.com), the pioneer and innovator in marketing effectiveness, received the highest rating for the quality of its marketing models in the 2006 Survey of Market Research Supplier Quality and Value study, recently released by joint sponsors Prevision Corporation and *Inside Research*.

Rated Number One in "model quality" over some 30 other analytics companies, MMA received a "Highest Model Quality Scores" award.

The 2006 Survey of Market Research Supplier Quality and Value study used weighted responses collected through phone interviews conducted from June to August 2007 with 170 buyers of marketing research to determine its results. MMA received the highest average score on model quality among analytics firms.

According to Tim Davidson, president of Prevision Corporation, more than 60% of survey respondents were directors or vice presidents of the market research function in their firm.

"We're committed to providing the highest quality models to our clients," said Ed See, Co-President of MMA. "This award is especially satisfying since it's recognition by the industry of that commitment."

### **About Marketing Management Analytics, Inc. (MMA)**

Since 1989, MMA has helped decision makers from some of the world's largest companies, overcome the latest marketing challenges and improve the impact of their working dollars through quantitatively-based consulting services. MMA has conducted more than 1,000 studies on hundreds of brands and businesses in more than 20 countries. MMA has been a unit of Aegis Group, PLC, London (AGS.L) since 1997.

For more information about other MMA services, visit <http://www.mma.com>.