



Press Release

RS CONSULTING PART OF GLOBAL LEADER FOR RESEARCH

For the first time in the firm's history, RS Consulting's parent company, Cello Research & Consulting, has been listed on the Honomichl Global Top 25 Market Research Firms list published by the American Marketing Association. The list ranks Cello as the world's 21st largest research organization based on 2007 global research revenues of US \$79.9 million (£ 39.9 million).

Cello's rise is attributed to strong organic growth, particularly in international business where multi-national studies for global clients are conducted across the Americas, Europe, and Asia. Cello's divisions specialize in key industry sectors and are well positioned to meet the changing demands of research and consulting. Going forward, Cello will continue to offer innovative solutions in technology, manufacturing, consumer products, healthcare, and online.

With Cello's expansion and growth RS Consulting can deliver a broader range of services to our clients. We are gaining access to innovative research methodologies and new marketing technologies and building our global network of research partners. Give us a call at (312) 368 0800 to learn more about RS Consulting being part of a global leader for research and what new we have to offer.