



FOR IMMEDIATE RELEASE

CONTACT: Danielle Livingston
Intellitrends
248-922-3344
dlivingston@intellitrend.com

AMY BENNER PROMOTED TO VICE PRESIDENT, PROJECT DEVELOPMENT

Clarkston, Mich. March 7, 2011 – Intellitrends LLC, a market research and market strategy company, is proud to announce that Amy Benner has been promoted to Vice President, Project Development of Intellitrends. Amy, serving as senior project director, joined Intellitrends over 6 years ago and has continuously exceeded all expectations and all assignments she has undertaken. “Amy serves a key role in our company, and demonstrates daily, her leadership, exceptional customer care and attention to detail,” says Marlene Stone, President. In her new role and executive position, she will continue to deepen our customer relationships and guide new and enhanced Intellitrends programs.

Our continued growth and demand for world-class research and strategic consulting requires us to promote and add skilled and talented personnel. Amy will be a key person to fill the burgeoning requirements to manage the increasingly powerful and complex set of products and services our clients expect.

About Intellitrends — Marlene Stone founded Intellitrends LLC in 1989. Intellitrends is a leading international provider of research and analysis to a varied array of over 50 clients. Serving as a market vision company providing customized customer research and intelligence studies, including product and services validations, focus groups, customer and employee satisfaction studies, and WIN/LOSS reviews. Intellitrends focuses on delivering objective, in-depth analysis and actionable advice to make informed business and marketing decisions. Intellitrends has offices in Clarkston, Michigan and Dallas, Texas.

###