

NEWS RELEASE



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HIGHLIGHTS:

- “Foundation Research has long been a division of Forum Research, so nothing will change in terms of the services that Foundation provides,” said Forum Research president Dr. Lorne Bozinoff. “Our clients can still count on receiving the important market research and other quantitative information they need to deliver the outstanding products and services critical to the success of their businesses.”
- “Forum has been highly active with polling in the public domain and has earned impressive brand recognition as a result,” he said. “This merger will help to bolster—and continue to build—on that already strong brand awareness.”

FOR IMMEDIATE RELEASE

Forum Research Inc. announces merger with Foundation Research Group, Inc.

Move aims to streamline efficiency and clarify service offerings

Toronto, June 21st, 2012 – Toronto-based market research and polling firm Forum Research Inc., is pleased to announce the incorporation of its division Foundation Research Group, Inc. —a full-service market research firm specializing in a range of offerings including new product development, brand equity, pricing, media and municipal studies—under the Forum Research banner.

The move is designed to clarify the positioning of both brands in the marketplace, while streamlining efficiency and service offerings to further improve on the industry-leading research provided by both entities. Forum Research now consists of two divisions: Marketing Research, led by former Foundation Research Group, Inc., president and ex-director of the Bureau of Broadcast Measurement Chris Bandak, and Customer Experience, helmed by past Market Probe senior vice-president Phil Atrill.

“Foundation Research has long been a division of Forum Research, so nothing will change in terms of the services that Foundation provides,” said Forum Research president Dr. Lorne Bozinoff. “Our clients can still count on receiving the important market research and other quantitative information they need to deliver the outstanding products and services critical to the success of their businesses.”

The merger of Foundation Research Group into Forum Research takes place effective immediately. As Forum Research’s Marketing Research Group president Chris Bandak points out, the move opens the door to enhanced opportunities for the company to increase its already formidable market share.

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For more information, visit www.forumresearch.com

About Forum Research

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country’s leading survey research firms. A sampling of the firm’s Forum Polls™ may be found at The Forum Poll™ archive at www.forumresearch.com/polls.asp

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