



Press Release

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GfK Renames Division GfK Roper Public Affairs & Corporate Communications

New Name Reflects Complete Range of Services Offered By Practice Area

May 18, 2010, New York, NY – GfK Custom Research North America announced today the firm’s division that specializes in helping companies, government bodies, and NGOs manage critical issues at every stage of the communications process has been renamed GfK Roper Public Affairs & Corporate Communications. The addition of “Corporate Communications” to the GfK Roper Public Affairs banner is to reflect the full range of services available from the division.

“For over 70 years, GfK Roper Public Affairs has helped companies build positive images by providing deeper insight into their strategic communications, issues management, public opinion and reputation management challenges,” explains Holly Heline Jarrell, Group Managing Director of GfK Roper Public Affairs & Corporate Communications. “By providing a clearer picture of all the services we can provide, our new name more accurately reflects our areas of expertise as well as our commitment to helping clients manage and assess their earned media exposure more effectively.”

GfK Roper Public Affairs & Corporate Communications is a division of GfK Custom Research North America. The group specializes in customized public affairs and public opinion polling, media and corporate communications research, and corporate reputation measurement in the US and globally. In addition to delivering a broad range of customized research studies, GfK Roper Public Affairs & Corporate Communications draws from GfK’s syndicated consumer tracking services, GfK Roper Reports® US and GfK Roper Reports® Worldwide, which monitor consumer values, beliefs, attitudes and behaviors in the US and more than 25 other countries. The division also serves as the official polling partner of the Associated Press conducting the AP-GfK Poll (www.ap-gfkipoll.com).

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**GfK Custom Research
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About GfK Custom Research North America

Headquartered in New York, GfK Custom Research North America is part of the GfK Group. The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It delivers a comprehensive range of information and consultancy services in three business sectors— Custom Research, Retail and Technology and Media. The no. 4 market research organization worldwide operates in more than 100 countries and employs over 10,000 staff. In 2009, the GfK Group's sales amounted to EUR 1.16 billion. For more information visit www.gfkamerica.com. Follow us at www.gfkinsights4u.com or on Twitter @gfkamerica.

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