

## **FOR IMMEDIATE RELEASE**

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### **Powerfeedback.com and Successful Strategies Company Combine Resources**

*Market research and management consulting firms to offer expanded marketing services.*

**Easton, Pa. (May 1, 2008)** – powerfeedback.com, a nationally recognized market research firm headquartered in Easton, Pa., has announced an agreement to combine with management consulting firm Successful Strategies Company. The new company will provide market research, marketing and management consulting services operating under the name Powerfeedback.

Both powerfeedback.com and Successful Strategies Company have 15 years of experience and success in their respective fields. powerfeedback.com was formed in 1995 to assist clients with market research and analysis services. It has assisted businesses internationally, including MetLife, the British Broadcasting Company (BBC), Oracle Applications Users Group, and Air Products & Chemicals. Through its concept and product testing approach, a wide range of companies have been provided with the data needed to address the changing demands of their marketplace and their employees.

Formed in 1993, Successful Strategies Company is a comprehensive, full-service consulting, coaching and marketing firm designed to turn around stagnant and troubled businesses. For nearly 15 years, Successful Strategies has been helping clients achieve profitable, efficient business operations by providing personalized service that examines every facet of a business.

Scott Gingold, CEO of Powerfeedback, will take the role of CEO of the combined company. “This is a natural fit, because clients in need of market research services are often performing an evaluation of their own business and the markets they serve,” explains Gingold. “By forming a single company that offers a complete range of marketing services, we bring added value and efficiency to our clients.”

In conjunction with the merger, Powerfeedback has revised its website located at [www.Powerfeedback.com](http://www.Powerfeedback.com). The website includes a blog with a wealth of information on market research, marketing, and business management. The site, also, contains profiles of all Powerfeedback principals.

“The two organizations have a great deal of synergy, and the combination will allow us to provide existing and future clients with a complete set of services to improve their overall business function,” says Daniel Charles, VP of Business Development for Successful Strategies. “Together we can provide consulting services in tandem with market research services, and that allows us to bring more value—and even greater success—to our clients.”