



NEWS RELEASE

For immediate release.

Survey Executives Announces New President

ATLANTA, Ga., July 17, 2006 — Survey Executives, a leading firm specializing in gathering the knowledge and opinions of top business executives, announced that it has appointed Erick Moore as President. Survey Executives serves business-to-business clients throughout North America. Core competencies are survey systems and advanced list technology. Moore is charged with growing the young company through product development and marketing opportunities. He will oversee all sales and marketing for Survey Executives, including the formation of strategic partnerships with aligned companies.

“We welcome Erick to our executive team and feel that he has the strengths needed to successfully lead the firm. His expertise in the field, management skills and strong customer focus will help the company continue to develop innovative products while building strong customer relationships to grow our market share,” says Michael Price, Managing Director of VCSouth, which is the financial backer and primary owner of Survey Executives.

Moore is a graduate of the University of Florida Business School and also holds a Masters degree in Economics from the University of South Florida. Prior to Survey Executives, he spent eight years performing marketing research and statistical modeling for the American Cancer Society, Atlanta, and four years consulting and product managing online survey and data-mining tools with Target Analysis Group in Cambridge, MA.

Survey Executives is headquartered in Atlanta, Ga., and specializes in survey creation, defining and managing survey samples, analyzing results and presenting accurate findings. Surveys include customer satisfaction, image surveys, product development, market share studies and custom research.

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