



Contact: Lara Siegel
914-831-5341
info@kellerfay.com

KELLER FAY GROUP HIRES JON BERRY AS SENIOR VICE PRESIDENT
- Co-Authors of *The Influentials* Are Reunited in Word of Mouth Venture -

NEW BRUNSWICK, NJ, June 8, 2006 – The Keller Fay Group (www.kellerfay.com) announced today that Jon Berry, a nationally renowned expert on word of mouth marketing and consumer trends, has joined the company as Senior Vice President. Berry’s responsibilities at the specialty market research company will include analysis, writing and client consultation about word of mouth marketing programs and strategies, as well as serving as lead analyst for TalkTrack™, the company’s proprietary word of mouth tracking system that launched in April 2006.

Previously, Berry worked at Gfk NOP, where he served as senior vice president and editorial director of the firm’s *Roper Reports* research service. Spearheading the development of Roper’s ongoing perspective on consumer trends, Berry also helped lead that company’s initiatives in word of mouth and influencer marketing. Prior to joining the research firm in 1994, Berry covered marketing as a journalist for *BusinessWeek*, *BrandWeek* and *AdWeek* magazines.

In joining the Keller Fay Group, Berry is reunited with Ed Keller, with whom he co-authored the highly acclaimed book, *The Influentials: One American in Ten Tells the Other Nine How To Vote, Where To Eat, and What To Buy*, published in 2003 by Free Press. The publication of *The Influentials* has been called “the seminal moment” in word of mouth marketing, and the book has been widely praised and cited in leading publications including *The New York Times*, *The Washington Post*, *USA Today* and *Ad Age*.

“We are thrilled to be reunited with our long-time colleague and collaborator, Jon Berry,” said Ed Keller, CEO of the Keller Fay Group. “As marketers focus increasingly on word of mouth as a means to grow their business, we are seeing a growing demand for fact-based strategy

recommendations and innovative measurement. Jon's expertise and reputation as a thought leader in this arena adds tremendous depth to our client offerings."

The Keller Fay Group specializes in market research to support word of mouth marketing programs. The firm was founded earlier this year by Keller and partner Brad Fay, both of whom were senior-level colleagues of Berry's while at RoperASW and successor companies NOP World and GfK NOP. Based in New Brunswick, NJ, the company measures all word of mouth, whether offline or online, and measures linkages between word of mouth and marketing outcomes such as brand advocacy and purchase intentions.

About The Keller Fay Group

The Keller Fay Group is the first full-service market research company focused exclusively on word of mouth (WOM) marketing, using a full suite of best-in-class research techniques. The company measures word of mouth trends and campaign effectiveness; tests concepts, ads, and messages to maximize their WOM potential; and offers a complete array of custom research and advisory services related to WOM. The firm was founded by Ed Keller, former CEO of RoperASW and NOP World Consumer and co-author with Jon Berry of *The Influentials: One American in Ten Tells the other Nine How to Vote, Where to Eat, and What to Buy*, and Brad Fay, former managing director at Roper and NOP World.

For more information or to arrange a meeting, contact Ed Keller (ekeller@kellerfay.com) or Brad Fay (bfay@kellerfay.com) at 732.846.6800.

###