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KELLER FAY GROUP HIRES LAURA LEVITAN AS SENIOR VICE PRESIDENT
- Levitan to Secure New Business and Oversee Sales for TalkTrack™ -

NEW BRUNSWICK, NJ, April 2006 - The Keller Fay Group announced today that Laura Levitan will join the company as Senior Vice President. Levitan's responsibilities will include securing new business opportunities for the word of mouth market research firm and developing and managing client relationships for TalkTrack™, the company's proprietary word of mouth tracking system, expected to launch next month.

Levitan brings to her new position more than two decades of experience in integrated marketing planning and implementation.,. Prior to joining the Keller Fay Group, she served as Director, Client Outreach of the Zyman Group, a strategic consulting firm. Prior to Zyman she was principal of The Levitan Group, an integrated marketing consulting and services company that she founded in 1997.

Additional posts have included Vice President of Marketing – Promotion, Planning and Communications at Revlon Consumer Products Corporation , as well as senior positions at Alcone Marketing Group, Clarion Marketing & Communications and Ogilvy & Mather Promotions. Clients have included Pepsi, Cadbury Beverages, Kraft, P&G, Guinness, Pepperidge Farm, Taco Bell, Welch's and many others across diverse industries and categories.

"We are delighted to welcome Laura to our team," said Ed Keller, CEO of the Keller Fay Group. "As word of mouth is becoming a key focus among marketing executives, Laura's expertise and quality reputation as an integrated marketer will add depth and an additional skill set to our client offerings. With Laura on our team we will be able to expand the reach of our word of mouth marketing consulting services, finding ways for clients to optimally benefit from

TalkTrack™, our unique measurement system that evaluates the totality of word of mouth- including telephone and face-to-face discussions.”

In January award-winning media agency Starcom MediaVest Group signed on as TalkTrack™’s first major client.

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 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 at 914-478-1260 (ekeller@kellerfay.com) or Brad Fay at 908-227-5581 (bfay@kellerfay.com)

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