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KELTON LAUNCHES FIRST POLLING FIRM DEDICATED TO PUBLIC RELATIONS

Kelton Research, one of the fastest growing names in market research, has launched a new firm specifically to service the needs of public relations professionals. The new firm, called The Omnibus Company, is the first survey research firm organized specifically to help public relations companies garner media attention for their clients. The launch of The Omnibus Company breaks important new ground in the 50 year-old survey research field.

“Public relations executives are increasingly seeing the value in using survey research to demonstrate trends in the American lifestyle, and asking for a place where they can expect to receive services exclusively created for them and tailored to their client needs,” said Tom Bernthal, president of The Omnibus Company. “The needs of public relations clients are very different from those of corporate, political, or government organizations. Simply put, we provide scientifically sound research data that also gets media attention.”

The survey research industry is dominated by firms that entered the public relations polling arena almost as an afterthought. Most survey and public opinion organizations were formed specifically to research public policy and political issues and then eventually expanded their scope to include consumer and market data. The Omnibus Company boasts a unique Media Unit made up of former writers, editors, producers and correspondents who know how to conduct research that is consistently newsworthy and groundbreaking. The team includes Emmy Award winners, former White House correspondents, and writers for several award-winning national publications.

Kelton Research already counts as current clients hundreds of U.S. PR firms including 3 of the 5 largest, giving them a solid footing for launching The Omnibus Company.

“So many survey research firms field public relations surveys even though their area of expertise lies elsewhere,” Bernthal. “The Omnibus Company employs top-notch researchers to ensure research results are sound; former journalists to ensure they’re media-worthy; and former public relations executives who truly understand our clients’ needs. As a result, no one knows better than us how to wrangle media attention.”

The difference is clear even in The Omnibus Company’s new website, www.omnibus.com. The site offers a number of web tools and resources designed to help public relations professionals including a Margin of Error calculator, distribution information for America’s largest newspapers, and demographic information on America’s top media markets.

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The Omnibus Company is a unique polling firm dedicated to servicing the needs of public relations firms and media savvy corporate clients. Our staff consists of longtime pollsters, former writers, editors, producers, and reporters. The Omnibus Company is a division of Kelton Research. For more information, please call 866-654-OMNI or visit www.omnibus.com.

Kelton Research is a full service market research consultancy with offices in Los Angeles, New York, and Washington DC. Kelton serves as a strategic partner to both Fortune 500 corporations and smaller companies, utilizing a wide range of qualitative and quantitative methodologies to drive tactical recommendations for clients. For more information about Kelton’s services, please call (310)479-4040 or visit www.keltonresearch.com.