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ARSgroup & ARF Webinar Introduces Breakthrough Campaign Synergy Tool
Online Webinar Draws Record Audience

Evansville, IN — ARSgroup (www.ars-group.com) introduced their innovative, recently validated, ARS Impact Campaign testing and diagnostics system in a webcast co-hosted with the Advertising Research Foundation on February 28th. “Due to the specific nature of the field, a typical webcast will draw around 70 participants. However, because of the great level of industry interest the ARS Campaign webcast generated, we had to expand our capacity to allow for over 110 participants, one of the best-ever attended webcasts with The ARF,” said William Cook, PhD from the Advertising Research Foundation.

Long known as the quality leader in advertising research metrics, ARSgroup leveraged their extensive 35-year knowledge base to develop a system that assesses and breaks down consumer persuasion and recall and their drivers across any touchpoint, e.g. TV, radio, cell phones, print, internet, etc. “Whereas other providers in the field offer individual testing of touchpoints, the ARSgroup system offers insights into the synergistic relationships between individual touchpoints, providing a truly holistic view of campaign effects,” according to Frank L. Findley, VP Basic Research at ARSgroup, who conducted the webinar.

Those who missed Wednesday’s webinar are invited to contact ARSgroup or visit their website at (www.ars-group.com).

About ARSgroup:

ARSgroup (www.ars-group.com) has over 35 years of industry experience that includes testing over 40,000 ads and 16 million consumer behavior responses to advertising messages. The company continues to be an innovative industry leader, developing metric and diagnostic tools that not only provide insight, but are also predictive of the consumer demand generated by communications. ARSgroup’s client roster contains major retailers and manufacturers well-known for their market leadership and insistence on the quality and relevance of customer knowledge.

About The ARF Webcast Program:

The ARF Webcast Program links research suppliers with a broad community of advertising professionals looking for the research innovations and fresh insights that can solve their business problems. ARF webcasts occur weekly at 12 PM EST and are promoted to over 15,000 ARF members and non-members. Anyone interested in partnering with the ARF to produce a webcast can contact Kelly McSorley at kmcsorley@thearf.org.

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