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Press Release

FOR IMMEDIATE RELEASE

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TasteMakers Research Group and Pricing Labs, Inc. Join Forces to Integrate the PopUp CLT™ for 1:1 Consumer Product Testing with Advanced Pricing Technologies

TasteMakers Research Group and Pricing Labs, Inc. have announced today their collaboration to offer consumer sensory and product testing capabilities with on-site pricing research. The synergy of TasteMakers Research Group's high performance PopUp CLT™ (Central Location Test) methodology in tandem with the Pricing Studio platform, developed by Pricing Labs, will allow corporate clients to combine market research studies that require taste or trial, with cloud-based pricing research technology that features online conjoint analysis, eye-tracking, virtual stores, video integration and more.

"We are thrilled to leverage Pricing Labs best in class pricing technology and deep expertise in consumer pricing models with TasteMakers Research Group's proprietary PopUp CLT™ testing solution for consumer product innovators," said Andrea Poe, CEO of TasteMakers Research Group, a leading marketing research agency based in Los Angeles. "Pricing is a critical component of the product mix that can now be measured seamlessly across sensory, packaging and branding attributes in real-time for new, existing and re-staged products in the consumer marketplace," explains Poe.

"By using the proven PopUp CLT™ methodology, we can extend our pricing research work to the field," said Jose Mendoza, co-founder of Pricing Labs, a Chicago-based pricing research company. According to Mendoza, this means that comprehensive pricing studies that require participants to evaluate taste, brand recognition, and product experience into their assessment of pricing can now be conducted for companies in sectors such as beverages, snacks, confectionery, wine & spirits, grocery and retail. "Our pricing research methods are getting more accurate as we incorporate consumer touch factors such as taste and trial as part of a new consumer testing model", says Mendoza.

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TasteMakers Research Group is a leading marketing research agency offering high performance 1:1 testing solutions for consumer product innovators that require quick, quantitative and cost-effective results. Due to the agility of the PopUp CLT™ methodology, TasteMakers Research Group can reach targeted demographics to conduct highly efficient marketing research and rigorous consumer product testing.

www.tastemakersresearch.com

Pricing Labs is an innovative pricing research firm, with focus in consumer pricing research, dynamic retail pricing and real-time price optimization through their Pricing Studio platform. They are based in Chicago, Illinois.

www.pricinglabs.com

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