



News Release

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CMI Brings Experienced VP Business Development on Board

ATLANTA, Aug. 4, 2008 – Bill Salokar, whose marketing research career spans 20 years, has joined CMI as vice president of business development, a role in which he is responsible for new client development as well as maintaining and growing existing accounts.

Salokar comes to CMI from Harris Interactive, where he was an Atlanta-based senior consultant and vice president in the Customer Loyalty Division. He has also held research and new business development positions with the American Cancer Society, TNS NFO, Elrick & Lavidge, the Georgia Lottery Corporation and the Florida Lottery.

“Bill brings CMI a wealth of experience on both the supplier and client sides as well as knowledge of a wide variety of qualitative and quantitative research techniques,” said Ellen Mowbray, senior vice president of business development, to whom Salokar reports. “He also has experience in all of the business sectors we serve: consumer packaged goods; travel and leisure; and financial, retail, restaurant and business services.”

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“I’m glad to be part of CMI’s very talented staff and to represent a team of researchers who truly focus on what their clients need,” Salokar said.

Salokar earned his master’s degree in statistics and bachelor’s degree in mathematics from Florida State University.

About CMI

Founded in 1989, CMI is a rapidly growing, full-service service marketing research company that provides clients with strategic and tactical marketing insights. Its consultative approach helps its Fortune 1000 clients gain an in-depth understanding of how to align their products and services with customer/client needs. The firm’s capabilities encompass the full range of marketing research and analytical services – qualitative and quantitative – customized to meet the unique requirements of each project.

CMI was selected by MetLife Institutional Business as its 2005 Supplier of the Year in recognition of the firm’s consultative approach, creativity, strength in analytics, focus on the client relationship and providing the client with value-add. In 2006, Chet Zalesky, CMI founder and president, was recognized by *Catalyst* magazine as one of 50 who are leading Atlanta’s best performing small to mid-sized companies. Zalesky is the 2008 chair of CASRO, the Council of American Survey Research Organizations, where he has served as a board member since 2003. For more information about CMI, visit the firm at www.cmiresearch.com.

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