

October 15, 2007

For Immediate Release

URL: [www.promoworks.com](http://www.promoworks.com)

PromoWorks®

300 N. Martingale Road

Schaumburg, IL 60173

Media Contact: Laurie Carlson McGrath

V.P. Marketing

Day: 847-310-2600 x160

Toll-Free: 888-310-3555

## **PROMOWORKS NAMES M. JAMES ROLLBERG TO VICE PRESIDENT, CONSUMER INSIGHTS**

(Schaumburg, Ill., October 15, 2007) – PromoWorks®, the nation's leading provider of marketing services, sampling events and promotions today announced the appointment of M. James Rollberg to Vice President of Consumer Insights.

Mr. Rollberg joins PromoWorks from Information Resources, Inc. where he held the position of Director, Panel and Testing Solutions Group. At IRI, Mr. Rollberg was responsible for managing IRI testing solutions, product innovation and development, and delivering insights and analytical strategy to top consumer package goods (CPG) companies.

“Jim’s intellect, and strong track record of bringing actionable business solutions to clients makes him a valuable addition to lead our Consumer Insights Group,” said Mary Slaughter, Sr. Vice President, Business Development, and National Sales Manager for PromoWorks, “Knowledge is power, and our continued investment in bringing our clients a higher level of consumer and retailer information pre and post event, as well as building a client portfolio will help to ensure our clients’ spend is both effective and measurable.”

“PromoWorks is an outstanding leader in the marketing services industry. It is a privilege to join an organization with such a solid reputation for exceptional people, products, and services. I look forward to being part of this special team and in contributing to its continued growth and development,” said Mr. Rollberg.

The company recently launched PromoIntelligence™ Reports, an exclusive historical data analysis tool designed to provide critical insights that improve up-front store selection for its in-store demo clients.

For more information about PromoWorks call 1-888-310-3555 or visit [www.PromoWorks.com](http://www.PromoWorks.com)

*MORE MORE MORE*

October 15, 2007

For Immediate Release

URL: [www.promoworks.com](http://www.promoworks.com)

PromoWorks®

300 N. Martingale Road

Schaumburg, IL 60173

Media Contact: Laurie Carlson McGrath

V.P. Marketing

Day: 847-310-2600 x160

Toll-Free: 888-310-3555

## **ABOUT PROMOWORKS**

PromoWorks, a marketing services company headquartered in Schaumburg, Ill, is the nation's respected leader and largest provider of in-store and out-of-store sampling, events and promotions. Representing more than four hundred national consumer brands, PromoWorks regularly creates and executes product sampling and demonstration programs in the grocery, mass merchant, drug, convenience, home improvement, and specialty classes of trade. Known for leadership through innovation, PromoWorks brings continuous improvement processes with proprietary technology, products, and services. Clients rely on PromoWorks' experience, industry knowledge, accountability, and their exclusive National Trade Business Management Team to raise the ROI of their promotion dollars.

###    ###    ###