

Justason Market Intelligence acquires Vancouver Focus

Vancouver, British Columbia – May 1, 2007 – Barb Justason, principal of Justason Market Intelligence, announced today it has acquired Vancouver Focus, the region's leading opinion research focus group facility.

For over a decade, Vancouver Focus has distinguished itself for its central location, intimate atmosphere, professional hosting and friendly environment. Under its new ownership, the personal, boutique-style service that Justason Market Intelligence has become known for will be enhanced by access to a full-service qualitative focus group facility and moderating team.

"We were interested in Vancouver Focus because the organization is already well known in the market research community and allows us to add a line of business without compromising our boutique service delivery approach," said principal, Barb Justason, acknowledging this acquisition opens opportunities for the firm to increase its qualitative and full-service research offerings.



About Justason Market Intelligence

Justason Market Intelligence is a British Columbia-based opinion research firm. Clients work with a team of locally based consultants, project managers and researchers all familiar with this unique business and consumer marketplace.

The firm's operations include an on-site intercept team, telephone interviewers, other language talent reflecting the region's diverse ethnic mix (Cantonese, Mandarin, Punjabi, Hindi, Farsi, Tagalog), mystery shoppers, and a data processing team. The firm now owns Vancouver Focus, one of Vancouver's leading focus group facilities.



About Vancouver Focus

Focus groups are the sole activity of Vancouver Focus. For over a decade, Vancouver Focus has provided an exceptional venue for market research focus groups. Vancouver Focus offers a central location, intimate atmosphere, professional hosting as well as state-of-the-art recording capabilities and exceptional sound to the viewing rooms. The firm offers full-service professional focus group management, recruiting and moderating.

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