



The Modellers Name Mark Wirthlin President and COO

Move bolsters growth strategy, focus on full-service research.

SALT LAKE CITY, UTAH
October 14, 2009

The Modellers has named J. Mark Wirthlin President and Chief Operating Officer. “We’re extremely pleased to have Mark on board,” said Jeff Brazell, The Modellers Founder and CEO. “I believe his energy and enthusiasm along with his extensive work in research, consulting, business development and operations will allow him to play a critical role in driving our continued growth and expansion.”

Armed with an MBA from The Wharton School of the University of Pennsylvania and over 25 years experience in marketing and strategic research, Wirthlin is ready to put his ideas for The Modellers into action. “I’m excited to be part of the cutting edge work The Modellers has been doing for years,” said Wirthlin.

He continued, “No other company can match The Modellers’ ability to apply advance analytics to solving the most difficult marketing and strategic questions and deliver intuitive, easy-to-understand recommendations.”

Wirthlin has worked with some of the world’s largest corporations including Intel, Proctor & Gamble, eBay, Yahoo!, Microsoft and Samsung. His expertise and initiatives

produce measurable returns. While serving as COO for Wirthlin Worldwide, Mark increased profitability by over 38% by simultaneously improving internal customer satisfaction and reducing costs and process times.

The appointment of Wirthlin is the latest move in a period of significant growth for The Modellers. Despite the challenging economy, the company expects 2009 to be its best year to date with sales up **30%** over last year.

About the Modellers:

The Modellers are world leaders in market research and advanced analytics. The Modellers are known for taking on a client's most difficult problems and providing clear, accurate and easy to use answers that help them make better decisions. Clients include Pfizer, FedEx, AT&T, Gatorade, Subway, Virgin, Visa, Nordstrom, Pixar, P&G, Starbucks, Toyota, Adobe, eBay, Boeing, Canon and GE. The Modellers have offices in Dallas, Fort Worth, Minneapolis, Chicago, San Francisco, Salt Lake City, and Switzerland. They can be reached at (801) 290-3800 or on the web at www.themodellers.com

-ends-

For high-resolution photographs or to arrange an interview, contact:

FOR IMMEDIATE RELEASE

Hitman, Inc.

Las Vegas (702) 363-4301

New York (212) 284-7683