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2007 April 20th

Factum Group expands to Germany

Factum Group strengthens its position in Europe. This international market research network enters the German market. The number of its Members has increased up to nine.

The Institut für Marktforschung (IM Leipzig) became new Member of the network and shareholder of Factum Group, s.r.o. This agency has been acting in since 1957. It is a full service institute offering market, opinion and social research in the whole Germany using a wide range of quantitative as well as qualitative instruments. The institute has its own CATI-studio and top class group-discussion-units in the centre of Leipzig. Like other Factum Group Members, IM Leipzig is a member of the international professional association ESOMAR.

At this occasion, Jan Herzmann, one of the two Factum Group Executives, mentioned: "This new membership shows two things. First, Factum Group is a relevant partner even for highly demanding German market and such respected company like IM Leipzig. At the same time, Factum Group offers very good regional coverage of Central-European countries and ranks among the most dynamic research groups in Europe."

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About Factum Group:

Factum Group offers full range of services (including specialised branded solutions) for single and multi-country studies in Central and Eastern Europe. It is a partnership of professional research agencies what serves international and regional clients both from head office and through local representatives (please refer to our website: www.factum-group.com).

About IM Leipzig:

Company with long history offers full service. The principle is to advice – where others concentrate only on sending data, IM Leipzig takes many steps further. In a fieldwork and research, company counts on a wide range of quantitative and qualitative instruments. Benefit from more than 40 years of experience in primary data acquisition. (More information available on www.imleipzig.de)

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