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Important Merger Announcement

9 June 2008

Understanding & Solutions (U&S) and Decision Tree Consulting (DTC) are delighted to announce today that they have **signed a merger agreement** that will create a major new market tracking and consulting organisation. Headquartered in the UK, the new organisation, **Futuresource Consulting**, will build on the two companies' successful track records, providing the platform for a sustainable expansion strategy driven by our global clients' needs.

Both companies have an outstanding history of client focus, with a flexible, service-oriented approach to doing business. Focusing on similar market sectors but providing complementary services, the merger will maximise efficiencies and allow Futuresource Consulting to further develop its client offering across a range of industry sectors. DTC's strong methodologies, data management and delivery expertise will be complemented by U&S's in-depth knowledge and understanding of the marketplace, forecasting skills and insight.

All key people from both companies will continue to play defining roles within Futuresource Consulting, ensuring the organisation delivers even greater value to its clients and maintains or exceeds its existing service levels.

"We are pleased and excited to join forces with Understanding & Solutions," says **Tony Bicknell**, Managing Director Business Development, Futuresource Consulting.

"Understanding & Solutions' market insight and unsurpassed forecasting skills will take our pricing monitors and real-time research systems to the next level. We're now in a position where we can provide a full service data and forecasting solution to businesses operating in a very challenging and dynamic marketplace."

"The combination of our two companies ensures we will continue to deliver the highest level of service to our client base, while extending our expertise across the entire research and analysis chain." says **Sarah Carroll**, Director Strategy Consulting & Continuous Services, Futuresource Consulting. "These are exciting times, and this merger allows us to increase our market profile through even more creative and cost-effective services for our clients."

One of the key client benefits of this merger will be the integration of the two companies' complementary methodologies. DTC's data manipulation and presentation software will form a solid bedrock for Understanding & Solutions' forecasting capabilities.

"A number of shared clients already combine DTC and Understanding & Solutions expertise to ensure the market knowledge, forecasts and strategic support that they access delivers the best possible results. This merger will provide these full benefits across our complete service range." says **Jim Bottoms**, Managing Director Corporate Development, Futuresource Consulting. "The integration will enable us to build on the expertise that we've developed over the last 20 years and will be another major step as we continue to explore further growth opportunities."

"The new company is already working on an exciting range of new product ideas to complement our existing services," says **Andrew Snoad**, Director Client Services & Custom Solutions, Futuresource Consulting. "Delivering client satisfaction will be a key measure of success for the whole Futuresource team. In addition, we will look to build on DTC's expertise in establishing custom tracking programs to support the range of Futuresource Consulting clients across the world."

As the merger continues to progress we'll keep you informed of developments. In the meantime, if you have any queries please don't hesitate to contact any one of us.

Best regards,

Jim Bottoms, Sarah Carroll, Tony Bicknell and Andrew Snoad

To **email your U&S and DTC contacts**, please use firstname.lastname@futuresource-hq.com.

All **telephone numbers** will remain as previously until advised.

To find out more visit www.futuresource-consulting.com.

For **press enquiries**, please contact Andy Watson in the first instance, on +44 (0)1582 500 169 or via email on andy.watson@futuresource-hq.com.

