



GLOBAL RESEARCH PROTECTING BRANDS AND REPUTATION

David Michaelson & Co to merge with Echo Research Inc

New York, NY, August 6, 2007 – Echo Research and David Michaelson & Company LLC announced today that they have agreed terms for the Michaelson firm to be merged with Echo Research Inc, the US arm of Echo Research Ltd.

David Michaelson, Ph.D., will assume the role of President of Echo Research Inc., effective September 1st, 2007.

“This merger achieves two of Echo’s principal goals at a single stroke,” said Michael Morley, Echo Research Inc’s Chairman. “First, it gives Echo an outstanding CEO who is recognized as a leader in communications and reputation research in the world’s largest market. This will deliver added value to our clients.”

“Second, the addition of DM&Co’s book of clients will significantly increase Echo’s revenues. The enlarged critical mass will provide us with a springboard for our further planned expansion of service.”

Sandra Macleod, founder and CEO of the Echo Group said: “The addition of David is a major building block in Echo’s growth beyond the USA. It will consolidate our position as the premier global provider of research to corporate communications and public relations professionals. Dr. Michaelson combines experience and management skills with his role as a recognized thought leader in this field. Not only has he run the research function at three of the largest global PR agencies, Ogilvy, GCI and Burson-Marsteller, but he has also successfully managed his own independent firm.”

David Michaelson summed up his reasons for the move: “Echo and I share a strong belief in the importance of integrating primary research and content analysis. The combined strength and expertise of our consultancies will create a new standard for the measurement and evaluation of communications activities.”

According to Professor Donald K. Wright of Boston University and immediate past Chairman of the Institute For Public Relations’ Measurement Commission, “David’s career resume speaks eloquently about his ability as a professional researcher and communications consultant. But few have earned such a high degree of respect in the academic community where David is seen as a colleague rather than a commercial interloper, truly dedicated to the science beneath the art of public relations.”



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BACKGROUND

With 165 employees and analysts in offices in Europe and North America, and research centers in Asia and South America, Echo Research provides independent reputation analysis through media content and stakeholder studies for Fortune 100 organizations, the public sector and not for profits. Among current clients being served are Hewlett Packard, Texas Instruments, Unisys, UPS, PricewaterhouseCoopers, JPMorgan, Swiss Re, Zurich Financial Services, Johnson & Johnson and McDonald's. The company has won numerous awards for excellence.

Founded in 2001, David Michaelson & Company, LLC is a consultant on communications measurement and evaluation to major corporations, universities, non-profit organizations and market research firms in the US and Europe. Dr. Michaelson has over 27 years experience conducting high quality, actionable research for Fortune 500 companies including Johnson & Johnson, Merrill Lynch, Coca-Cola and AT&T. Michaelson won two Silver Anvils from the Public Relations Society of America and two honorable mentions for best use of research from PR Week. Prior to founding David Michaelson & Company, LLC, Michaelson was Managing Director and Head of Research for Ogilvy Public Relations Worldwide. He has also served as Managing Director at GCI Group and a Director of Research at Burson-Marsteller. He holds a Ph.D. from the New School for Social Research and is a Phi Beta Kappa graduate of the University of Massachusetts. Michaelson is a member of the Commission on PR Measurement & Evaluation and is a frequent speaker on measurement and evaluation methods.

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