

Information Resources, Inc. to be Renamed SymphonyIRI Group, Inc. Reflecting Its Innovation-led Expansion into New Value Solutions and Offerings

SymphonyIRI Group Offers Core IRI Market Measurement Solutions and Next Generation Symphony Advantage Solutions including Shopper Marketing, Automated Analytics, Technology Platforms and Strategic Consulting for Maximum Impact

San Antonio, Texas, March 23, 2010 – Information Resources, Inc. (IRI) today unveiled its transformation into SymphonyIRI Group, Inc. (SymphonyIRI), the world's leading partner that enables consumer packaged goods (CPG), retail and healthcare companies to drive growth through innovation in insights, marketing and sales. SymphonyIRI Group builds on its established leadership position in market measurement and adds a new family of solutions for predictive, automated analytics, technology platforms, and strategic consulting services to deliver a dramatic step change in value. An important foundation of these new capabilities is the Advantage™ Solutions suite, built on the breakthrough IRI Liquid Data™ (ILD) platform. SymphonyIRI made this announcement on the opening day of its "Summit 2010: Reinventing CPG and Retail Conference," being held at the J.W. Marriott San Antonio Hill Country.

"While we now have all of the capabilities to play a much broader role, the IRI brand name in some ways was confining," said SymphonyIRI Group, Inc. President and Chief Executive Officer, John Freeland. "The last two years has been about fortifying the required set of building blocks, defining a bolder vision and, most importantly, innovating new capabilities and executional competencies to place us center stage in addressing clients' most important strategic issues. SymphonyIRI Group is more than a new name; we are revitalizing our core business, strengthening our emerging businesses and evolving our fundamental value proposition to more accurately reflect our broader, higher value orientation and focus—a transformation that both embraces and extends beyond the traditional market research space."

The evolution of IRI to SymphonyIRI Group is a direct reflection of the company's increased agility and relevance, combining its rich heritage in superior market measurement, with an expanded ability to solve clients' most challenging strategic business issues across their entire enterprise, including the c-level executive suite. Supporting this ongoing transformation, the company has continued to make significant investments to materially broaden and deepen the value of its core information assets offered by its content business, translating day-to-day data to new levels of powerful business insights.

"The company has rapidly grown into the worldwide leader for creating innovative solutions to the continuously evolving needs of CPG, retail and healthcare companies," said SymphonyIRI Group, Inc. Chairman, Dr. Romesh Wadhvani. "A unified SymphonyIRI Group enables our blue-chip clients to translate deep, highly-nuanced business insights into transformational strategies and actions for a markedly elevated level of impact across their entire organizations, including sales, marketing, merchandising, category/brand management and shopper marketing. This approach represents an

entirely new plane of value creation and engagement with our clients to fundamentally help them achieve breakthrough performance and dramatically improved ROI.”

“In today’s rapidly evolving economy, the shopper is the center of gravity, so we’re providing the next level of consultative insight, shopper marketing solutions and forward-looking decision support capabilities to raise performance levels,” added Freeland. “SymphonyIRI underscores how we are continuing to transform our business to be even stronger strategic partner for our clients, so they can more effectively identify and leverage new opportunities with today’s shoppers to drive growth.”

SymphonyIRI is supported by unparalleled excellence in the following core domain areas:

- **World-Class Leadership and Expertise:** Highly-experienced senior management as well as a team of consultants and subject matter experts with proven track records and expertise in a variety of areas and disciplines, including shopper marketing, consumer and shopper insights, predictive analytics, technology development and management consulting.
- **The Best Integrated Information:** SymphonyIRI integrates its large proprietary syndicated POS databases of retailer sales and its leading national panel data on consumers and shoppers with frequent shopper data, media data, shipments and other data to provide the foundation for integrated category, consumer, shopper and customer/retailer insights.
- **The Industry’s Most Innovative Advantage Solutions Portfolio Powered by Next Generation Platforms:** Innovative and predictive analytic modeling and real-time, forward-looking solutions available through the Advantage portfolio of advanced decision support solutions, built on SymphonyIRI’s revolutionary Liquid Data platform and powered by the next generation Liquid Modeling™ capabilities.

Further, SymphonyIRI Group creates clear alignment between the company’s existing assets and capabilities and the technology, human and intellectual property assets shared with its parent company, Symphony Technology Group and its sister portfolio companies. With 16,000 worldwide employees and combined revenues of \$2.5 billion across all portfolio companies, Symphony Technology Group <http://www.symphonytg.com> helps companies maximize operational efficiencies in the enterprise software and services market. With deep operational experience to draw upon, the Group’s companies can leverage its global footprint, strong personal networks, vast financial and operational resources, and a history of excellence and breakthrough innovation to empower its clients’ successes today and tomorrow.

About SymphonyIRI Group

SymphonyIRI Group, formerly named Information Resources, Inc. (“IRI”), is the global leader in innovative solutions and services for driving revenue and profit growth in CPG, retail and healthcare companies. SymphonyIRI offers two families of solutions: Core IRI solutions for market measurement

Press Release

For Immediate Release

SymphonyIRI Group

Insight.
Innovation.
Impact.

and Symphony Advantage solutions for enabling new growth opportunities in marketing, sales, shopper marketing and category management. SymphonyIRI solutions uniquely combine content, analytics and technology to deliver maximum impact. SymphonyIRI helps companies create, plan and execute forward-looking, shopper-centric strategies across every level of the organization. For more information, visit <http://www.SymphonyIRI.com>.

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