



# NEWS RELEASE

## For Immediate Release

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### Insightrix Research Awarded Gold Seal Certification

August 19, 2008 (Saskatoon, SK) - Insightrix Research Inc. recently completed the Market Research & Intelligence Association's rigorous certification process, and has been granted Accredited Gold Seal status. Only about 70 of Canada's best market research agencies have attained Gold Seal certification.

The MRIA Gold Seal Certification recognizes companies for ongoing support and participation, as the Association continues to move forward with its focus on protection of the public interest; being the authoritative voice of the market, survey and public opinion research and business intelligence industry; advocating for and advancing its interests; and delivering a compelling value proposition for members.

The company's President, Corrin Harper said: "We are proud to see that the MRIA credits Insightrix for our considerable evolution to a world class marketing research consultancy that counts many national and international brands as our loyal clients. We continue to attract some of the best staff to our growing team as we strive to meet our client's research needs. We want to be the research company that everybody wants to work with."

MRIA is the Canadian not-for-profit association representing over 1,800 market researchers, formed by the merger in 2004 of CAMRO, CSRC, and PMRS. Gold Seal Certification is MRIA's primary mechanism to develop and deliver world-class professional standards, and involves extensive assessment and documentation of research procedures, plus an independent review by Deloitte & Touche. (For more information regarding MRIA, visit [www.mria-arim.ca](http://www.mria-arim.ca) )

For more information on the gold seal certification, please contact Corrin Harper, President Insightrix Research Inc. at 866.888.5640 Ext. 222.

### About Insightrix

Founded in 2001, Insightrix Research Inc. is a full service market research firm that helps clients develop, administer and manage data collection and information strategies. From their offices in Saskatoon Canada and Horsham Australia, Insightrix offers a comprehensive range of research services.

