



**For Immediate Release**

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*Besachio*

## **Centris Names Two Research Associates**

***Mary Eileen Besachio and Ann Woodruff Will Help  
Support Company's Continued Growth***



*Woodruff*

**FORT WASHINGTON, PA – MARCH 17, 2011** - Centris announced today the appointment of Mary Eileen Besachio and Ann Woodruff to its professional marketing science staff. Both will support the development of Centris' market models for the nation's top communication and entertainment companies.

Prior to joining Centris, Besachio spent eleven years at Merck & Co., where she served in a variety of roles including primary market research, secondary data reporting and analysis, and information systems support for key marketing and finance functions. She has also been an adjunct instructor at La Salle University in Philadelphia in the communications department.

Woodruff joins Centris after twenty-two years at Nielsen as a research professional. There, she supported a wide range of systems, databases and research operations. She also has worked as an information technology instructor at Bucks County Technical High School in Fairless Hills, PA.

William J. Beaumont, president of Centris said: "We are pleased to have Mary Eileen and Ann join our professional marketing science staff. Both will assist in the development and delivery of leading edge solutions and market insight to our blue-chip clients.

### **About Centris:**

Centris, located in Fort Washington, PA, is a leading marketing science firm. It collects market information through its ongoing survey programs and builds national and local market models. Centris' data and marketing analytic services help the world's global communication and entertainment companies better understand the dynamics of their markets and improve the effectiveness of their marketing programs. For more information about Centris, visit [www.centris.com](http://www.centris.com).

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