



For Immediate Release

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Centris Adds Two New Vice Presidents

*Industry Executives Christopher Dolan and Claire Bednar
Will Support Client's Use of Expanding Research Portfolio*

FORT WASHINGTON, PA. – February 4, 2010 – Centris, a leading marketing science firm, announced today the appointment of two vice presidents.

Christopher M. Dolan has been appointed a Vice President – Client Executive. In this role, Dolan will be responsible for supporting Centris’ cable industry clients. Before joining Centris, Dolan was the National Senior Director of Sales and Marketing at Comcast Cable. He led the development of multiple programs to enhance Comcast’s market position. In addition, he has held senior marketing, sales, business development and research roles at communication industry leaders including Motorola and Thomson Consumer Electronics.

Claire M. Bednar has been appointed Vice President – Client Services. In this newly created position, Bednar will lead a team designed to assist clients in maximizing the use of Centris’ market models and analytic services. Prior to joining Centris, Bednar was the Director of Syndicated Research at TNS Custom Research where she led research programs for top telecommunication and MSO companies including AT&T, Verizon and Qwest. She also served as the research manager for AT&T supporting a wide range of business requirements.

William J. Beaumont, president of Centris, said: “We are pleased to have Chris and Claire join the Centris organization. Both are experienced industry executives that will help support our company’s growth. Most importantly, we expect both will help our clients use the cutting edge programs we continue to develop to help our clients improve their marketing effectiveness.”

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.

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