



For Immediate Release



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John C. High Named Senior Vice President at Centris

Will leverage industry expertise and consultative sales skills for company's continued expansion

FORT WASHINGTON, PA – February 25, 2011 – Centris announced today the appointment of John C. High as senior vice president of marketing and sales. In this new role, he will lead Centris' new business and client support functions among companies that supply voice, video and data products and services.

High has more than 30 years of entertainment and communication industry experience. Prior to joining Centris, he was senior vice president of affiliate sales at TV Guide, LLC. Previously, he held senior marketing and sales positions at Gemstar-TV Guide International, Inc. and Visiware, SA. From 2002 to 2004, High served as senior vice president and general manager in charge of business development in the Philadelphia market for Home Box Office.

William J. Beaumont, president of Centris notes: "We are pleased to have John join our growing organization. He is an experienced industry professional that has worked with many of our top clients personally. He will assist our research staff in delivering leading edge solutions to the top global communication and entertainment clients."

High holds an MBA from Southern Methodist University in Dallas, Texas. He also attended the CTAM Executive Management Program at Harvard University.

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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