



**For Immediate Release**

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### **Centris Promotes Kevin Babyak to Senior Vice President of Research Operations**

**FORT WASHINGTON, PA – February 3, 2010** – Centris, a leading marketing science firm, today announced it has promoted Kevin Babyak to Senior Vice President of Research Operations.

Babyak joined the Centris organization in 2005. In his new role, he is responsible for overseeing all survey operations, market modeling, forecasting and syndicated reports. A highly skilled economist, Babyak has a broad background in applied mathematics and statistical modeling.

William J. Beaumont, president of Centris, said: “Since joining Centris, Kevin has helped build an outstanding team of research and analytic professionals to meet our clients’ research needs. He has been a key driver of our organization’s growth.”

Babyak has more than 25 years of experience in the research industry and has held modeling and forecasting positions at the Federal Reserve Bank and the City of Philadelphia, where he served as chief economist. His private sector background includes managing a diverse scope of projects ranging from large scale consulting engagements to the design and maintenance of statistical systems used to measure Internet transactions. He holds a Master of Science Degree in Business and Economics from Temple University and completed his Ph.D. curriculum at Lehigh 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](http://www.centris.com).

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