



**For Immediate Release**

**Contact:**  
Jeffrey McGinnis  
(215) 825-1062



### **New Market Research Associate, John Savacool, Joins Centris**

*Firm Adds Additional Modeling and Forecasting Skills to Support Growth*

**FORT WASHINGTON, PA – February 17, 2010** – Centris announced today that John Savacool has joined its organization as a research associate. In his new role, John will be responsible for supporting the development of innovative market research programs for leading companies in the communication and entertainment industries. His extensive modeling and forecasting expertise adds important analytic skills to Centris' industry-leading marketing science capabilities.

Kevin Babyak, senior vice president of research operations at Centris, said: "We are very excited to have John join our organization. His balance of experience and skills will provide our organization with additional depth as we continue to develop cutting edge marketing applications that enable our clients to better understand the dynamics and opportunities inherent in their markets."

Savacool has 25 years of experience in the research industry. He began his career as an economist working for Wharton Econometrics, Chase Econometrics, the WEFA group and Summit Analytics, where he worked on domestic and international projects. More recently, he worked in research positions with AUS Consultants, Lauder Associates and The American College before starting his own consultancy. Savacool holds a B.A. in Economics and Political Science from Temple University and has completed graduate work in economics at the University of Pennsylvania.

#### **About Centris:**

Centris, located in Fort Washington, Pennsylvania, 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 major 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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