

Media-Screen Hires Jean Durall, Ph.D. As New Director of Research Services

Market research firm strengthens team and company with experienced industry veteran

(SAN FRANCISCO) – Dec. 8, 2006 – Media-Screen (www.media-screen.com), a market research firm that focuses on the online consumer and provider of Netpop, a new series of reports that focuses on broadband consumer trends, announces today the appointment of Jean Durall, Ph.D. in the newly created role of director of research services. Durall will leverage her more than 20 years of experience in quantitative and qualitative research management and design to strengthen Media-Screen's internal management and support the firm's research products.

"We are excited to have Jean come on board as we increase our offerings and provide the most accurate and useful reports to help brands develop their product and marketing strategies," Media-Screen Managing Director Josh Crandall said. "Media-Screen is committed to hiring the brightest and most experienced to grow our company and meet the market research needs of our clients."

Durall's deep experience in brand equity, advertising tracking, concept testing and new product development will help the firm continue to provide high quality market research and expand into new research areas of the Internet. Before joining Media-Screen, Durall worked as a consultant with a number of companies providing client support and project management, including Genentech and Sightsound Solutions, Inc. and has worked for a number of other brands and market research firms.

"Media-Screen is an exciting place to be as it's at the fore-front of providing important data focused on how people use the Internet, which is an area that all brands are now closely examining to get a better understanding of this market," said Durall. "Because Media-Screen has a unique take on the Internet plus a solid history in market research, I can fully apply my diverse and rich experience in this area and quickly contribute to the company."

Durall has also served as the vice president of panel operations at web-based panel research company, Knowledge Networks. Here, she was responsible for marketing, new product development, internal research activities and survey operations, as well as developing and managing on-going data collection measurement programs.

Prior to Knowledge Networks, Durall spent over 14 years with Research International where she worked extensively with energy-related companies, including electric and natural gas utilities, focusing on communication planning, issues management, product marketing, among other research related areas. She also worked with a number of telecommunications companies and computer manufacturers at the firm.

Durall has a Ph.D. in mass communication and a master's in journalism and mass communication from the University of Wisconsin-Madison. She received her bachelor's in French and journalism from Mundelein College in Chicago.

About Media-Screen, LLC™

Media-Screen, LLC provides strategic market research services focusing on the online consumer in the US and around the world. Since 1997, the firm's research and consumer insights have influenced the product development and marketing decisions of companies competing in the digital and physical marketplaces. Based in San Francisco, Media-Screen works with Fortune 1000 companies interested in competing effectively in the modern consumer market. For more information, please visit www.media-screen.com.

Media Contact:
Ellisa Feinstein
PR for Media-Screen
415-921-2312
ellisa@media-screen.com