



news release

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**MADDOCK DOUGLAS ANNOUNCES ACQUISITION OF INNOVATION
CONSULTING AND MARKET RESEARCH LEADER MARKITECTURE**

*Leading Agency of Innovation™ Boosts Customer and Consumer Insights Capabilities to
Accelerate Mind to Market Process*

CHICAGO, Ill. (January 23, 2008) – Maddock Douglas, Inc., a leading innovation and marketing firm, has acquired Connecticut-based Markitecture in a deal that will merge Markitecture’s substantial proprietary market research and customer insights capabilities into the company’s 3-2-1Launch! new product and services development division.

Markitecture was founded by the late research guru and author, Robert Shulman, one of the leaders of the world-renowned Yankelovich Partners and Copernicus and is now headed by CEO Javier Flaim and Partner Luisa Uriarte, market research and strategy consultant thought-leaders. Both Flaim and Uriarte will join Maddock Douglas as partners and head up the eastern offices of 3-2-1Launch!

“Our approach to innovation is to connect the right brain with the left brain so that we can respond to the needs of both the marketing and financial leaders of our client organizations,” said Mike Maddock, founding partner of Maddock Douglas. “With the acquisition of Markitecture, our left brain just got stronger. We have successfully bolstered our already proven mind-to-market innovation process.”

Located in Norwalk, Conn. Markitecture serves clients across a variety of industries including finance, retail, food and beverage, publishing and media and entertainment. Current and recent clients include Hess, JP Morgan Chase, Eastman, Investools, ESPN, MasterCard, Cargill and International Paper.

Markitecture has developed several proprietary research and innovation tools including the BrandNew 10-Step Innovation Process that utilizes qualitative and quantitative methodologies to drive product and service innovation.

“We have worked with Maddock Douglas and their 3-2-1Launch! team many times over the past few years,” said Flaim. “Joining forces was a natural next step for us and will give our clients access to world-class innovation capabilities.”

Maddock Douglas, Inc.

Maddock Douglas, established in 1991, is the leading Agency of Innovation™, helping clients take their products “from mind to market.” Using their proprietary Global Expert Network of over 6,000 entrepreneurs, professionals and specialists from 40+ countries as well as their social media expertise to accelerate new product adoption, they help firms break down the barriers to innovation. Together with 3-2-1Launch!, their new product and services development division, they have created a company backed by the processes, people and expertise required to manage the most critical aspects of the innovation process. Maddock Douglas’ client list includes 20 of the top 100 global brands* and 10 of the Fortune 50 companies.

*From Business Week’s list of top 100 brands

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