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**M SQUARED GROUP FOUNDER MARK PRICE NAMED TO
RETAILWIRE BRAINTRUST PANEL**

July 08, 2009 (Minneapolis) – Mark Price, the managing partner of Twin Cities data-driven marketing consulting firm M Squared Group, was recently named as a panelist for RetailWire's BrainTrust. www.retailwire.com

RetailWire is the retailing industry's premier online discussion forum. Each business morning, RetailWire editors pick news topics worthy of commentary by its "BrainTrust" panel of industry experts, and the general RetailWire membership. The results are virtual round tables of industry opinion and advice covering key dynamics and issues affecting the retailing industry.

Price will contribute his thoughts as an expert in data-driven and customer-centric marketing to the ongoing discussions on topics ranging from customer loyalty to industry trends. Other featured BrainTrust panelists include 28 retail industry experts including consultants, agency executives, retailers and academia.

Prior to founding M Squared Group in 2002, Price was the Practice Leader for Zamba Solutions, focusing on data warehousing, marketing automation and data mining. His business experience includes brand management at General Mills and Ralston Purina. Price has an M.B.A. from the Darden School of the University of Virginia and a B.A. from Haverford College. He lives in Eden Prairie, Minn.

M Squared Group is a marketing consulting firm that helps its clients identify, retain and grow profitability of best customers. Based in Eden Prairie, Minn., the company employs 11 people. www.msquaredgroup.com.

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