



Information Specialists Group Announces Relocation to Accommodate Growth and Expanding Services

Minneapolis, MN (April 20, 2009) – Information Specialists Group (ISG), the Twin Cities leading data collection and full-service market research firm, today announced it moved its headquarters from Eden Prairie to Bloomington, MN. The company's relocation was prompted by the increased demand that resulted from the expansion of its services.

ISG's new location is:

2626 E. 82nd St., Suite 220
Bloomington, MN 55425

Phone: 952.941.1600
Toll-Free: 800.279.5314
Fax: 952.942.0747

"We are proud of our standing as the most-used data collection firm in the Minneapolis/St. Paul area," said Robert McGarry, Jr., President of ISG, "but the response by our clients to our other product areas is truly exciting. Our new facility allows us to work more collaboratively, better leveraging our talent.

"Demand for our in-depth analysis services, especially our conjoint analysis capabilities, is impressive. In addition, our clients are realizing the value of ISG's Market Simulator which predicts how buyers will respond to products when faced with the variety of options available in the marketplace," McGarry continued. "We are also gratified by the response to our expertise in environmental and public sector research. ISG was ahead of the curve when we built these specialties, and this experience allows us to react swiftly to project requests in these growing markets."

About ISG

ISG is a full-service, Minnesota-based market research firm, founded in 1996 by McGarry. The company's steady growth is fostered through relationships built on credibility, expertise, and trust.

From initial consulting through complete quantitative analysis, ISG serves both the business-to-business and business-to-consumer markets. We employ professional consultants, analysts, project managers, programmers and interviewers who work together to apply hit-the-ground-running research solutions for real-world business challenges.

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