

News Release



Contact
Mary Wuest
Director of Marketing
303.830.2345
mary@re-search.com

FOR IMMEDIATE RELEASE

NATIONAL RETAIL FEDERATION FOUNDATION AND IBM TO SPONSOR SIXTH “STATE OF THE INDUSTRY” STUDY

Success of data-rich trend study across multiple retail functions and segments depends on executive participation.

Denver, Colo., — November 1, 2007 — Resolution Research & Marketing, Inc[®], a marketing research firm specializing in executive, consumer, public opinion and branding studies, has been tapped again by the National Retail Federation Foundation (NRFF) and IBM to conduct the most comprehensive study of retail benchmarks and trends in the country.

“*Retail Horizons: Benchmarks for 2007, Forecasts for 2008* is the essential source for historic, current and future retail industry information,” said Kathy Mance, Vice President at the NRFF. “The study will define key benchmarks and illuminate emerging trends. When executives participate in the study, they contribute to the good of the entire industry.”

In the coming month, research associates at Resolution Research[®] will contact hundreds of retail executives, via phone and email, to ask them to complete detailed surveys and provide anecdotal information on several themes, including general/financial information, information technology, merchandising, supply chain management, store and field operations, advertising and marketing, and human capital. Results will be published in a final report, which will be distributed at the Nation Retail Federation’s annual conference in New York City on January 13-16, 2008. Companies that complete all components of the survey will be provided with a free copy of the report booklet.

“Hundreds of retail companies and senior executives completed surveys for last year’s study,” said Nina Nichols, president of Resolution Research[®]. “This year,

we're counting on retail professionals nationwide to make this study yet again the most valuable and comprehensive one of its kind."

Executives interested in participating can go to <http://survey.re-search.com/nrff2007/> to get started.

About Resolution Research

Resolution Research[®], a Denver-based market research firm is solely owned by Nina Nichols, who founded the company in 1990. The company is a full-service provider of quantitative and qualitative market research, from telephone and online surveys, in-home product tests, focus groups, IDIs and recruitment, to survey design, tracking, analysis and reporting. Resolution Research[®] is WBENC certified. For more information, please visit www.ResolutionResearch.com or contact Resolution Research[®] at 800-800-0905 or info@re-search.com.

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