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Measure Consumer Perspectives Joins High Impact Portfolio

High Impact Program identifies Louisville's top fast-growth companies

LOUISVILLE, KY - (March 31, 2010) – Measure Consumer Perspectives, a global mystery shopping and consumer feedback company, was recently named to the High Impact Portfolio as one of the top fast-growth companies headquartered in the Metro Louisville Region. The High Impact Program, a public/private partnership between Louisville Metro Government and Greater Louisville Inc.'s (GLI) ENTERPRISECORP, introduced the newest companies selected to the High Impact Portfolio during the State of Entrepreneurship Breakfast on March 31, at the Olmsted.

Measure Consumer Perspectives is dedicated to providing clients with cutting-edge customer feedback services using both traditional and emerging feedback mechanisms. We are committed to providing our clients with exceptional customer service and offering access to our team 24-hours-a-day, seven-days-a-week.

The High Impact program strives to nurture the prosperity of Greater Louisville's growth businesses. Initiated by Mayor Jerry Abramson in 2003, the High Impact Program identifies companies meeting specific criteria are named to the High Impact Portfolio.

“It is a great honor to be named to the High Impact Portfolio,” said Kimberly Nasief-Westergren, president and founder of Measure Consumer Perspectives. “We are thrilled to be headquartered in Louisville and selected among such an amazing group of companies.”

“The innovation and accomplishments of these companies during challenging economic times demonstrates the significant contributions these fast-growth businesses are making to our regional economy,” said Mark Crane.

Collectively, High Impact Portfolio companies represent \$2.3 billion in annual revenues; have a 36 percent average growth rate; have created nearly 3,000 new jobs in our region; and have invested \$438 million over the last four years.

About Measure Consumer Perspectives

Measure Consumer Perspectives provides brand and quality assurance audits, loss prevention services, and mystery shopping and reputation monitoring services in more than 30 countries. Measure provides highly customized and flexible programs that deliver results to HR, Operations, Marketing and Training. Our tools succinctly and clearly measure ground floor protocol, process, and perceptions. Our clients' information is housed in one of the most robust and secure databases in the world. Clients are able to access our customized reporting suite in real time. Our team is available to clients 24/7, because real time questions need real time answers. Co-Founders include Kimberly Nasief-Westergren and Kent Oyler.

About the High Impact Program

The High Impact program strives to nurture the prosperity of Greater Louisville's growth businesses. The High Impact Program is a public/private partnership, initiated by Mayor Jerry Abramson, funded by Louisville Metro Government and administered by GLI's ENTERPRISECORP - that identifies and serves fast growth companies, companies with the potential for fast growth and those companies that enable growth in others. This program focuses on companies of these types headquartered in Louisville that have a disproportionately higher impact on the metro area economy. For more information on the High Impact Program, visit www.HighImpactLouisville.com.

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HIGHIMPACTPROGRAM

NURTURING THE PROSPERITY OF GREATER LOUISVILLE'S GROWTH BUSINESSES

