



For Immediate Release

Contact:
Jeffrey M. McGinnis
215-592-0461
jmcginnis@McGinnisPR.com

**Centris Expands Syndicated Research Offering Through Agreement with IDATE,
a European Leader in Market Analysis and Consulting**

Collaboration deepens Centris' value to clients in key areas of research, including broadband, wireless, digital home technology, and other specialty research areas

FORT WASHINGTON, PA – July 10, 2009 – Centris today announced it has entered an agreement with IDATE to expand its syndicated market intelligence reports on key areas of interest to voice, video, and data platform and service providers. Centris will bundle the catalogue of IDATE research reports into its own syndicated offering to clients in the United States, providing its clients with a unique perspective on a variety of important subject areas, including economic conditions, digital home technology, wireless and mobile technology use, and other key issues.

IDATE is a leading European market analysis and consulting firm with over 30 years experience providing market data to companies in the telecommunications, Internet and media markets. Centris is a U.S.-based marketing intelligence organization that focuses on how consumers use technology for information and entertainment.

“Our new relationship with IDATE is an important strategic initiative for Centris. Our collaboration will provide our U.S. clients in the voice, video and data markets with an expanded research perspective that includes the IDATE global perspective,” said William J. Beaumont, president of Centris. “As an initial step, we will be providing IDATE’s research reports in our Syndicated Report bundles, increasing the value of the strategic information we provide our clients.”

According to IDATE CEO Yves Gassot, “This partnership helps strengthen IDATE’s ties with the American market and provides an opportunity to forge synergies between our teams of consultants devoted to the special requirements of the telecom, Internet and media markets, which we have both been tracking for a very long time.”

Among the IDATE syndicated reports now available through Centris are research on:

- Infrastructure and equipment
- Mobile broadband and mobile services
- Internet services
- Media and digital content

In addition, IDATE will be responsible for European distribution of research reports produced by CENTRIS, through a collection designed specifically for this audience.

For more information about syndicated research reports from Centris, visit www.centris.com or contact Lauren Leavitt @ lleavitt@centris.com .



About Centris

Centris is a member of the AUS Group, one of the top research organizations in the United States. Centris provides market intelligence on buyers' preferences and behaviors relating to the purchase and use of voice, video and data services. Centris conducts daily market surveys providing clients with syndicated research reports, tracking reports and custom studies. In addition, Centris develops and maintains analytic models and provides consulting services to help marketers plan and evaluate their marketing strategies, track competitor actions and optimize their marketing mixes. Centris helps its clients grow revenue, expand margins and build strong brands. For more information, please visit www.centris.com.

About IDATE

Founded in 1977, IDATE is one of Europe's foremost market analysis and consulting firms, whose mission is to provide assistance in strategic decision-making for its clients in the Telecom, Internet and Media industries, through the following two areas of activity: Consulting & Research (an independent consultancy and publication of a catalogue of market reports) and the DigiWorld Programme (a member-supported annual programme: DigiWorld Club, DigiWorld Summit, DigiWorld Yearbook, and *Communications & Strategies* economic review). For more information visit www.idate-research.com.

#