



IRI APPOINTS EVP OF STRATEGIC DEVELOPMENT AND NEW MANAGING DIRECTOR IN ITALY

Francesco Franceschini is appointed EVP of Strategic Development and Angelo Massaro will lead the Italian Business

MILAN, IT – 20 January 2009 – Information Resources Inc (IRI), the leading global provider of consumer, shopper and market insights for the consumer packaged goods, retail, and healthcare industries, today announced that it has created a new Strategic Development International role and appointed a new Managing Director in Italy. Both roles will report directly to Nigel Howlett, President - International

In support of IRI's accelerated international growth and innovation agenda, the Company has named Francesco Franceschini Executive Vice President for International Strategic Development. In his new role, Francesco will support Howlett in pursuing a range of strategic development initiatives including the development of new services and delivery models, as well as acquisitions, partnerships and alliances.

Franceschini undertakes this key role having founded IRI Italy 15 years ago and managed its development to become market leader

"Francesco is the perfect leader to drive our continued strategic growth and innovation efforts internationally," said Nigel Howlett, "He brings a unique blend of industry, client and solutions development expertise, coupled with a proven track record for commercializing innovation.

Angelo Massaro, currently Managing Director of IRI Spain, assumes leadership of IRI in Italy with immediate effect whilst continuing to retain Managing Director responsibilities for Spain. Massaro brings broad experience of the FMCG industry, across manufacturing, consulting and services businesses over the last two decades.

Massaro started his career at Nielsen, going on to be part of the team that established IRI's success in Italy under Franceschini's leadership. . After a period at Masterfoods, where he held several senior leadership positions including Marketing Director, Trade Marketing Director and Sales Director, Massaro rejoined IRI in 2003 to lead International Product Marketing before being appointed Managing Director of IRI Spain in early 2008

Commenting on the appointment Nigel Howlett said, "Angelo has proved himself to be an immensely capable and talented leader, having led the team to considerable success in 2008. I am confident that Angelo's ability to couple strong strategic vision with excellent management skills will secure the future success of our Italian business."

It was also announced that Makis Theodorou, Managing Director of IRI in Greece, will now report directly to Nigel Howlett, having previously reported to Franceschini.

About IRI

IRI is the world's leading provider of consumer, shopper, and retail market information, insights and decision solutions to 95 percent of the FORTUNE Global 500 consumer packaged goods (CPG), healthcare and retail companies. Only IRI offers the unique combination of integrated market and shopper information, automated analytics and predictive insights, innovative technology, and domain expertise. With IRI, leading manufacturers and retailers are able to drive their growth by quickly discovering breakthrough insights, making smarter decisions, taking faster actions across the enterprise, and achieving breakthrough results. Companies around the world depend on IRI for technology and solutions that enable brand building, successful new product launches, consumer-driven merchandising/retail execution and consumer and shopper relationship management.

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