

FOR IMMEDIATE RELEASE***** Jeffrey Adler, President of Centrac DC, Earns Professional Researcher Certification *****

ROCKVILLE, MD, July 5, 2006 – Jeffrey Adler, president of Centrac DC, was recently awarded with his Professional Researcher Certification from the Marketing Research Association. The PRC shows that, among other things, an individual is proficient in current research practices related to his or her job category.

This prestigious award signifies that an individual has met a stringent set of criteria and possesses the knowledge and practical experience in marketing research necessary to earn this esteemed credential. Mr. Adler joins a select few individuals as one of the first to receive this honor.

The Professional Researcher Certification was developed as a powerful professional tool for researchers of all levels of work experience and education. It is the goal of MRA to encourage high standards within the marketing research profession in order to raise competency, establish an objective measure of an individual's knowledge and proficiency and to encourage continued professional development. Additionally, it is the hope of MRA that these certification standards will increase consumer understanding of research and foster premiere professional standards in the industry.

"It's a great honor and opportunity," said Adler, past president of the MRA Mid-Atlantic Chapter. "The MRA is a great organization and maintains high standards. I believe the PRC program will raise the standards in the market research profession and provide concrete goals for continuing education."

About MRA

The MRA is dedicated to advancing the practical application, use and understanding of the opinion and marketing research profession. Its 3,000 members nationwide represent all segments of the research industry. For additional information about MRA and the PRC program visit <http://www.mra-net.org/certification/index.cfm>.

About Centrac DC

Originally part of the Centrac family of marketing research companies, founded in 1971, Centrac DC is one of the country's Leading Market Research Companies. Our national client base includes a broad spectrum of Fortune 500 and other companies. Like MRA, Centrac DC upholds the highest standards and is focused on the continual professional development of its staff. For more information, log on to the Centrac DC Web site at www.centracdc.com.

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