

FOR IMMEDIATE RELEASE

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**LOU DAVIS NAMED VICE PRESIDENT, SALES AND MARKETING FOR
MARKET STREET RESEARCH IN NORTHAMPTON, MA.**

*Former Sales and Marketing Consultant and Internet-Marketing Start-up Co-Founder Brings Diverse
Business Background and Skill Set to Market Street Research*

Northampton, MA—Market Street Research today named Lou Davis as Vice President, Sales and Marketing for the company. In his new role, Lou will be responsible for directing Market Street Research's marketing and business development efforts. He will be working with the company's existing and new clients to provide them with highly customized market research services, including both quantitative and qualitative research and analysis. Lou will also be responsible for creating and maintaining the new marketstreetresearch.com Web site slated to launch in the spring of 2004.

Lou comes to Market Street Research from Tortus Technologies where he briefly served as a Sales and Marketing Consultant. Prior to that, Lou was the Vice President of Business Development and Client Services for Bounty Systems, Inc., a NYC based Internet start-up that he co-founded in 1999. During his tenure at Bounty Systems, Lou played a significant role in the raising of almost \$15 million in venture capital from both strategic and institutional investors, and helped grow the company to over 50 employees. As a primary inventor of the company's proprietary technology, Lou was a co-author of the company's two business-process patent applications and helped to define the company's business model and marketing strategy. Lou was also involved in negotiating major private-label deals with then top-tier Internet Portals Go2Net, InfoSpace, and FortuneCity.com, and helped attract and hire CEO, Lon Otremba, former President and CEO of Mail.com and former EVP of CNET.



As a long time entrepreneur, Lou brings a wide array of business and managerial experiences to bear in this new position for Market Street Research. Earlier in his career, Lou founded an entertainment management company in NYC with former Blondie Manager, Peter Leeds. Leeds-Davis Management specialized in the development and representation of recording artists and record producers. The company represented multiple bands, singer/songwriters, and seven producer/engineers, including three Grammy winners.

Lou has a diverse educational background including undergraduate studies at: the University of Massachusetts in Amherst, MA; the Culinary Institute of America in Hyde Park, NY; Parsons School of Design in NYC; and Berklee College of Music in Boston, MA.

Lou, his wife, and their young son live in Northampton, Ma.

About Market Street Research

For over 25 years, Market Street Research has been providing highly customized quantitative and qualitative marketing research, surveys, focus groups and political polling services to hundreds of clients nationally in the Healthcare, Financial Services, Non-Profit, Technology, and Manufacturing industries, as well as in many other industries and for organizations in the political arena. MSR provides the complete analysis and interpretation of focus group, political polling and survey data to bring its clients insightful, grounded conclusions that lend themselves to immediate and effective decision-making. MSR is passionate about understanding its client's needs, and is dedicated to performing market research that delivers actionable information that drives effective business and organizational decisions. [Learn more about marketing research by MSR.](#)

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