

**FOR IMMEDIATE RELEASE**

**Contact:**      **Market Street Research**  
(413) 584-0465  
Lou Davis, ext. 103  
[ldavis@marketstreetresearch.com](mailto:ldavis@marketstreetresearch.com)

## **Market Street Research Announces The Launch Of Its New Web Site**

### ***Market Street Research Launches New Corporate Web Site Geared Towards Providing Visitors With A Comprehensive Marketing Research Informational Resource And An Overview of MSR's Capabilities***

Northampton, MA – April 26<sup>th</sup>, 2004—Market Street Research (MSR) today announced the official launch of its new Website, [www.marketstreetresearch.com](http://www.marketstreetresearch.com). MSR's first generation Website was originally launched in 1997 in order to have a presence on the then newly emerging World Wide Web. Since the company garnered most of its clientele through referrals from other satisfied customers, the site had remained greatly unchanged until the spring of 2003, when the company hired Lou Davis to be its Vice President of Sales and Marketing.

Mr. Davis' background in technology-oriented business, and specifically in Internet marketing led to a plan for a total re-build of the site that included an emphasis on providing visitors with an **in-depth informational resource on marketing research**, as well as presenting a **comprehensive overview of Market Street Research** and its unique capabilities, expertise, and over 25 years of experience in conducting premium quality, highly customized marketing research for major hospitals, banks, manufacturers, non-profits, and organizations in many other industries. After an almost eight month development period, the site is finally ready to be unveiled.

The site's launch also corresponds to an introduction of a new logo and brand identity for the company. "As we continue to expand the reach of our services beyond our New England home base, the Web becomes a much more important communication vehicle for us" Davis said. "We feel confident that visitors to our new site will understand the depth and quality of our offering, the caliber of the services we provide, and that we are among the best in the business."

Under the direction of Davis, and with major editorial contributions from MSR co-owner Dr. Elizabeth Denny, and the input of the rest of the MSR team, the new site was designed and built by Eric Davis of Endelclock Creative in New York City ([www.endelclock.com](http://www.endelclock.com)). Eric Davis is a longtime website designer, search engine optimization expert, usability specialist, and general business consultant.

“We are so excited to have a presence on the Web that is truly representative of who we are and what we do” said Julie Pokela, Ph.D, MSR’s President and founder. “It’s such a pleasure to be able to direct new contacts to our site and know that they will find there a wealth of information on the field of market research in general, and be able to learn about what makes us stand out from other providers in this field” said Pokela.

### **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 [www.marketstreetresearch.com](http://www.marketstreetresearch.com).

#####