



PRESS RELEASE

For Immediate Release

SCHLESINGER GROUP ACQUIRES 20 | 20 RESEARCH

Schlesinger Group, a leading international data collection and research services company, has acquired **20 | 20 Research**, a qualitative technology-led research services provider in the US.

The addition of 20 | 20 Research adds high-quality proprietary online qualitative tools to Schlesinger Group's portfolio of capabilities, as it continues to build the world's most comprehensive data collection and research services company. For Schlesinger clients, the acquisition also brings three additional focus group facilities in Charlotte, Nashville, and Miami, augmenting Schlesinger's already substantial portfolio of qualitative research markets to twenty across the US and eight in Europe.

The inclusion of 20 | 20 in the Group is highly complementary and integral to both the short-term needs of Schlesinger's clients given the increased demand for online qualitative work during the Coronavirus outbreak, and to long-term implementation of the company's vision.

Commenting on the news, **Steve Schlesinger**, CEO, Schlesinger Group, said, "Jim Bryson, former Chair at 20 | 20, who is retiring from the company, has built a legacy business at 20 | 20 Research based on qualitative innovation, research talent, active panels, and a client-focused approach to delivering quality. These attributes support our continued commitment to bringing outstanding research solutions and results to our clients. 20 | 20's best-in-class technology will be a welcomed addition to the Schlesinger Group family."

Isaac Rogers, CEO, at 20 | 20, remains with the business, taking up a new position as Chief Innovation Officer for Schlesinger Group. He added, "We look forward to bringing our technology-focused thinking to the broad platform that Schlesinger Group has created over the past fifty-plus years. Our clients will benefit from Schlesinger Group and Market Cube's global reach, vast panels, and data science capabilities for online quantitative. Our shared core values, culture, and vision for a future led by technology reinforce Schlesinger and 20 | 20 as ideal partners to help companies connect with their audiences for success in the marketplace."

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BACKGROUND INFORMATION

20 | 20 RESEARCH

20 | 20 is a leading expert and innovator in qualitative market research with 30+ years of experience, The Company has developed methods and tools used worldwide for qualitative and hybrid research studies and offers a unique combination of in-house services and proprietary technology in the industry.

20 | 20 services include participant recruitment supported by high-quality proprietary panels, in-house technology for a range of qualitative research solutions, focus group facilities, project management, and full-service research.

Principal:

Isaac Rogers, CEO

20 | 20 Research Facilities & Offices

Facilities: Charlotte | Miami | Nashville

Offices: Nashville (HQ) | Chicago | Denver

SCHLESINGER GROUP

Schlesinger Group is a leading data collection company offering a broad range of qualitative and quantitative solutions worldwide and delivering high-quality recruitment and research services for any methodology. Schlesinger Group has research offices in the US, UK, France, Spain, Germany, and India. Schlesinger's reach coverage is global, and the company leverages automation and the high API panel connectivity capabilities of recently acquired Market Cube.

Main Executives

Steve Schlesinger, CEO & **Mike Sullivan**, President

Schlesinger Group Company Brands

Schlesinger Qualitative

Schlesinger Quantitative

Schlesinger Transcription Services

Schlesinger Trial & Jury Consulting

Advisors by Schlesinger

Market Cube

Interactive Video Productions

Vigie Pharma

Focus Pointe Global

ThinkPhar

Schlesinger Group Focus Group Facilities in USA

Atlanta | Baltimore | Boston | Charlotte | Chicago | Columbus | Dallas | Houston | Kansas City | Los Angeles | Miami | Minneapolis | Nashville | New Jersey | New York | Orlando | Philadelphia | Philadelphia Bala Cynwyd | Phoenix | San Francisco | St. Louis

Research Offices and Focus Group Facilities in Europe

Schmiedl Marktforschung GmbH, Berlin | Frankfurt | Munich | Hamburg

The Research House, Central London | Wimbledon

Passerelles & ConuMed Research, Paris

BDI Research, Barcelona | Madrid

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