



BDRC appoints four to its Board

London 20th January 2009: BDRC, the specialist market research agency, is delighted to announce the promotion of Matt Costin, Robert Dodds, Steve Mills and Mark Long to its Board. The promotions recognise the outstanding contribution that these individuals have made to the company's Finance, Hotels & Hospitality and Travel, Tourism & Leisure practice areas. Mark Long will take up the newly created role of Business Propositions Director.

BDRC is the original agency in the BDRC Group which also includes Continental Research and Perspective. BDRC Group Ltd has recently been formed as the holding company for the three agencies.

Matt Costin, Director – Hotels & Hospitality: Matt is responsible for the Hotels & Hospitality Team including the company's meetings and conference industry research and competitor benchmarking initiatives alongside managing key accounts.

Robert Dodds, Operations Director: An experienced qualitative researcher, Robert holds a number of portfolios in BDRC including web-based marketing, information management, Human Resources, ICT, property and business systems.

Steve Mills, Director – Travel, Tourism & Leisure: Steve directs key client accounts and is responsible for leading the development of innovative products and services to meet the emerging needs of these industry sectors.

Mark Long, Business Propositions Director: In this new role Mark will develop new multi-client studies and expand existing products bringing together the expertise of BDRC and Continental Research. Mark will liaise across the teams that specialise in

Business to Business, Transport, Public Sector and Media & Advertising, Internet & Telecoms as well as Finance, Hotels & Hospitality and Travel, Tourism & Leisure.

Dr Cris Tarrant, CEO says “We are absolutely delighted to welcome Mark, Matt, Robert and Steve to the Board. 2009 is going to be a challenging year for everyone and we are convinced that the knowledge and skills these four Directors bring to the Board will enable us to continue producing ground-breaking research products and services which benefit the business of our client companies.”

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About BDRC

Founded in 1991, Business Development Research Consultants is a leading full service market research agency. Working primarily for service organisations, the company specialises in hotels, finance, travel and tourism and mobile telephony. The acquisition of Continental Research at the beginning of 2008 added media and advertising, public sector and technology research expertise to the portfolio of market sectors covered. Headquartered in London BDRC works internationally and has representation in South Africa and Asia. For more information, please visit www.bdrc.co.uk