



Gongos: the step between guessing and knowing®

GONGOS RESEARCH NAMED TO HONOMICHL TOP 50

Company Continues to Attract Top-Tier Clients as it Delivers Innovative Advances in Research

AUBURN HILLS, MI – June 17, 2009 – Gongos Research announces that it has been named a Honomichl Top 50 U.S. market research company, as published in the 36th annual business report of *Marketing News*—an American Marketing Association publication. Based on 2008 gross revenues, Gongos Research ranks as the 48th top market research organization in the U.S. This is the second consecutive year the company has surfaced on the list.

With innovative research-driven technologies and a growing reputation, Gongos Research continues to attract new Fortune 500 clients. Despite the tightening of marketing research budgets in 2008, several high-profile companies have begun to work with Gongos, including Coca-Cola, Kellogg's, Chrysler Group and Amway Global.

In addition to launching its [ConsumerView](#) virtual focus group facility and [goSHOP](#) online shopping product in 2008, the company recently added three new product extensions to its suite of online research communities. It also plans to grow its member base of [Consumer Village](#)—a proprietary online research community—by 300% before April 2010.

“We have really focused on helping our clients optimize their research budgets while navigating through the challenging economy,” says John Gongos, president & CEO. “In addition to charting our own course for growth, we continue to develop products and strategic plans that are highly attractive to our clients and their organizations.”

The “Top 50 U.S. Market Research Ranking and Review” is a report published by the American Marketing Association (AMA), North America’s largest professional marketing association, and *Inside Research*®, a one-source authoritative report founded in 1990 by Jack Honomichl, the leading market research industry authority.

Since 1991, Gongos Research has worked with leading companies including Best Buy, Hallmark Cards, Mars Inc., Domino’s Pizza, U.S. Bank, General Motors and Polaris. In 2007, the company was first named to the Inc. 5000 list of “The Fastest Growing Companies in America.”

Gongos Research is a custom marketing research company that forms trusted [research partnerships](#) with companies around the world. Blending high-level thinking, strategic analysis, innovation and proprietary technologies, Gongos helps guide companies in the development of product and services, as well as with marketing decision-making. For further insight into the Gongos culture, visit gongos.com.

Contact:

**Susan Scarlet
Marketing & PR Director
Gongos Research
248.239.2381
sscarlet@gongos.com**