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Federated Sample Names Michael McCrary President

New Orleans, July 14, 2011 – On July 11, 2011, Federated Sample strengthened its already talented team with the addition of Michael McCrary as President. Michael brings over fifteen years of experience in marketing, advertising, and research and will lead Federated Sample's sales, supplier relations, and marketing teams.

Michael remarks that he is "passionate about the technology and knows first-hand the positive impact that Federated Sample's products can and will deliver to the market research industry."

As North American Managing Director for Cint AB, Michael was a key supporter of Federated Sample's project management tool, Fulcrum. In October 2010, Cint licensed Fulcrum which brought tremendous sample efficiency, operational power, and supported Cint's presence globally.

Cint AB CEO, Bo Mattsson, says "We are excited to form an even stronger connection with our strategic partner Federated Sample. Michael's experience at Cint will help build the bond between our companies and further deepen the commitment and confidence Cint has in the Federated Sample suite of products. With our upcoming product releases, more linkage opportunities with our technology platform, Cint Panel Exchange (CPX), are possible and we look forward to continuing our good relationship with Michael personally in his new capacity."

Prior to Cint, Michael played a significant role in the growth of Greenfield Online, leaving in 2009 after six years of company growth and the sale of the business to Microsoft for \$486 million. When Michael departed Greenfield he was the company's SVP responsible for North America sales and marketing with a team of 30 sales professionals and a total revenue budget of \$65 million.

"We have experienced remarkable growth since our inception in March 2010," says Federated Sample CEO and Founder, Patrick Comer. "The addition of key licensed partners, such as Cint AB, and a growing share of the online sample management industry gives us the opportunity to hire talented and experienced senior management such as Michael McCrary."

About Federated Sample

Federated Sample is a market research technology firm based in New Orleans that focuses on bringing efficiency and automation to online sampling. By utilizing our Managed Services program or by using our project management suite, Fulcrum, our clients gain global access to respondents while maintaining control and quality.

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