



ECRM® and MVI partner to offer subscribers comprehensive advertising information

CLEVELAND, OHIO (Monday, June 02, 2008)---ECRM and MVI have partnered to offer MVI-Insights.com subscribers six of ECRM's Ad Comparisons Platinum reports on 20 key retail accounts. Ad Comparisons Platinum reports are an upgraded, in-depth version of ECRM's ad tracking service. Reports provided include: Circular Overview, Ads by Category, Trend Analysis, Private Label, Price Point Analysis and the latest Circular images. These valuable resources give retail suppliers advanced information they can use to improve their business practices. Suppliers can view key insights on pricing strategies from the top 20 retail chains and provide department level ad analysis for each chain.

Through the partnership, MVI analysts will have access to ECRM's Ad Comparisons database enabling them to analyze retailer trends and pricing strategies. "We are thrilled to announce MVI's collaboration with ECRM, which gives our clients new powerful insights that will help them strengthen their relationships with their key customers," said Wayne Levings, CEO of MVI.

Reports will become available to MVI-Insights.com subscribers on June 3rd at www.MVI-Insights.com and are located in the Retailer Insight Centres.

"We are excited to partner with MVI and see the collaboration as an excellent fit to provide CPG suppliers a new source for valuable information. We look forward to the potential growth of the partnership in the future," said John Dowers, President of ECRM. For more information on accessing the reports, please contact Kristen Flanagan at 617-588-4198.

About ECRM®

ECRM provides business solutions by integrating process, vision and technology.

Buyers and suppliers of the Consumer Packaged Goods Industry are linked together through ECRM's Efficient Program Planning Sessions, or EPPS® events. These private, category specific meetings provide a more cost-effective and time saving alternative to the traditional trade show format. ECRM's model has proven to be successful with more than 400 EPPS/ESR's held worldwide since 1994.

Additionally, ECRM offers a wealth of technology within the MarketGate™ Application Suite. Using a unique concept and advanced software, ECRM simplifies and enhances everyday business practices for the CPG industry. For additional information on ECRM, please visit www.ECRM.marketgate.com.

About MVI

For 20 years, MVI-Management Ventures, Inc, a WPP Group Company, has provided forward-thinking, strategic insight and education focused on top global retailers based on robust data-driven research. MVI is a premium solution provider for all retail challenges.

MVI's renowned analysts provide an understanding of how different retailers grow and deliver guidance for businesses to improve profitability and success. MVI's expansive knowledge of over 1000 retailers worldwide can be customized to fit your needs through our comprehensive product line. For more information on MVI, please visit www.mvi-worldwide.com.

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