



Myers Media Industry Buzz – April 5th 2007

Pearlfinders Business Intelligence Opens U.S. Office

Pearlfinders (www.pearlfinders.com/us), a London-based provider of exclusive, high-value business intelligence for advertising, public relations, marketing, media, digital, creative and design agencies, has officially expanded into the U.S. market after last year's "soft launch," and is already serving several clients including Saatchi & Saatchi, TBWA, Leo Burnett, Fleishman Hillard, Rapp Collins, Harte-Hanks, and others.

Pearlfinders is utilized by 400 of the world's foremost marketing communications agencies in 32 countries, assisting them in their new business development processes. "Our goal is to help our clients stay ahead of the game," said Bill Colbourne, CEO of Pearlfinders. "Until recently we found UK-based agencies to be far more proactive about hunting for new business than their counterparts in the U.S. Our success in Europe, however, has generated growing interest in the United States. As a result of the increasing demand by U.S. agency executives for Pearlfinders' unique portfolio of new business generation tools, we have officially expanded into the U.S. market." For more information contact <http://www.pearlfinders.com/us/contact.aspx>.