

Press Release

CBC Switzerland Ltd buys into Konso Ltd

CBC Switzerland Ltd acquires 34% of Konso Ltd, a Basel-based institute for consumer and social research. Charles Merkle, CEO and president of the board of directors of **CBC** says the deal will open the doors to great business success in the field of online research in Switzerland and worldwide. “This investment gives us the opportunity to further grow in our key market and to take advantage of Konso’s long standing experience in survey research.”

The two companies will also intensify their cooperation when it comes to social, communications and media research. This includes the consumer sentiment index of the State Secretariat for Economic Affairs, SECO, in Switzerland.

CBC was founded in 1995 and provides marketing research, business consulting and executive search services. The company has 100 full time employees and 1,000 part time staff in Switzerland, China and India. Konso started in 1961 and is headed by Hans-Ruedi Hertig and Joel Weill. Dr. Ralph Weill acts as president of the board.

Contact:

<p>CBC Market Research & Business Consulting Ltd. Peter Bachmann, Public Relations 49a Wuyi Road 200050 Shanghai China</p> <p>Tel.: 0086 21 5155 2000 Email: peter.bachmann@cbcnw.com Web: www.cbcnow.com</p>	<p>CBC Schweiz AG Bernard Masur, CFO Marktgasse 32 3011 Bern Switzerland</p> <p>Tel.: 0041 31 560 3000 Email: bernard.masur@cbcnw.com Web: www.cbcnow.com</p>
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