



Press Release

Six 9s Marks 6th. Year with Professional Researcher Certification

Scottsdale, Arizona, July 16, 2007 – The Marketing Research Association (MRA) has awarded the Professional Researcher Certification (PRC) to Noel Lesniak, President of Six 9s Associates, Inc. The PRC was granted at the skill level of “Expert” in the Research Company segment and position of CEO/Owner.

“It is particularly fitting that the PRC comes as Six 9s marks its sixth year providing customer research services to clients. The PRC encourages the highest standards of research knowledge, professionalism, and business ethics that Six 9s brings to all its customer research projects,” said Noel Lesniak.

One of the goals of the PRC program is to encourage high standards within the opinion and marketing research profession in order to raise competency, establish an objective measure of an individual's knowledge and proficiency and to encourage continued professional development.

About MRA and The Professional Researcher Certification

The Marketing Research Association is the leading and largest association of the opinion and market research profession, an industry dedicated to providing valuable information to guide the decisions of companies that provide products and services to consumers and businesses. MRA's international membership encompasses companies and professionals engaged in all segments of marketing and opinion research.

PRC was developed as a powerful professional tool for researchers of all levels of work experience and education. To obtain PRC, applicants must meet all requirements designated by the Certification Workgroup at their level of Certification. Those who have been granted PRC must demonstrate ongoing professional commitment to the field by accruing education contact hours in their specific discipline.

Visit the Professional Researcher Certification web site at <http://www.mra-net.org/prc/>

About Six 9s Associates, Inc.

Six 9s is a full-service, customer research firm that plans, designs, and conducts customer satisfaction, customer service, and customer requirements assessments and surveys. The results help clients achieve success by delivering powerful and actionable information about their customers and markets. Founded in 2001, Six 9s is headquartered in Scottsdale, Arizona.

For Immediate Release



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