



Mexican Quarterly Consumer Omnibus



December 12, 2005

News Release

First Mexican Nationwide Quarterly In Home Consumer Omnibus To Be Launched in January 2006

Trendex North America (Toledo, Ohio) and Marketing Group (Mexico City) announced today that jointly they would begin operating in January 2006 Mexico's first nationwide quarterly in home personal interview omnibus. The Omnibus will be based on interviews conducted by Marketing Group in fifteen of Mexico's major metropolitan areas. The cities and the number of interviews to be conducted in each are as follows:

City	Interviews	City	Interviews	City	Interviews
Mexico City	1,296	Puebla	120	Cd. Juarez	120
Guadalajara	300	Tijuana	120	Torreon	120
Monterrey	300	Veracruz	72	Hermosillo	72
Leon	120	Culiacan	72	Chihuahua	72
Villahermosa	72	Merida	72	Queretaro	72

In commenting on this new service Randy Harris, President of Trendex North America noted, "Increasingly consumer goods marketers have become interested in the buying behavior of Mexico's ever expanding middle class. As the world's tenth largest economy Mexico holds out great promise however many companies have historically been reluctant to make a major commitment to the Mexican market because of the lack of readily available objective external market intelligence. Our new Mexican Omnibus will allow companies to gather such information in both a timely and cost efficient manner".

Additional information on both the cost of asking Omnibus questions and the deadline for submitting them can be found on Trendex's Mexican website:

www.trendexmexico.com.

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