



THE MARKETECH GROUP

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For Immediate Release

The MarkeTech Group Announces Agreement with the University of California Davis Statistical Laboratory

Gains Access to Advanced Statistical Analysis and Modeling Resources

Davis, CA – May 1, 2005 – The MarkeTech Group (TMTG), an international marketing research and consulting firm, announced their entrance into a new commercial agreement with the University of California Davis Statistical Laboratory. Under the terms of this agreement, The MarkeTech Group will gain access to a staff of senior statisticians and programmer/analysts utilizing the most advanced tools and software currently available.

In addition to the six-person Statistical Laboratory staff, TMTG has access to an extended group of faculty in the Division of Statistics who serves as associate members of the Laboratory staff. Their combined expertise represents an exhaustive comprehension of statistical analysis and modeling. The UCD Statistical Laboratory Director is Dr. Frank Samaniego who, in addition to his director and faculty duties, is also the Theory and Methods editor for the Journal of the American Statistical Association.

The MarkeTech Group will benefit from the addition of the UCD Laboratory's high level of analysis, which can be directly applied to the primary market research data gathered during TMTG's quantitatively-based studies, undertaken on behalf of its global medical technology clients. According to Mr. Mark Davis, managing partner of TMTG, "This extends our ability to provide value to our clients; by utilizing advanced methodology, we can get everything we possibly can from the data that we have collected on their behalf."

About The MarkeTech Group:

The MarkeTech Group is an international marketing research and consulting firm focusing exclusively on medical technology since 1996. With offices in the US and EU, TMTG combines deep medical knowledge and market research expertise to produce findings that allow its client to make critical business decisions quickly and confidently.

About UC Davis Statistics Laboratory:

Founded in 1979, the Statistical Laboratory is a subunit of the Intercollege Division of Statistics which provides statistical consultation to the campus community. Under commercial contract the Stat Lab also serves as a professional resource in Northern California to external companies and agencies whose work includes applied statistical modeling and inference analysis.

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