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For Immediate Release

## **The MarkeTech Group Announces Membership in CASRO**

*TMTG Admitted to the Council of American Survey Research Organizations*

**Davis, CA -- December 19, 2005** – The MarkeTech Group (TMTG), an international marketing research and consulting firm, announced that they have been approved as a member of CASRO, an association representing over 250 research companies and representing approximately 85% of the total volume of research conducted in the U.S. each year. Since its establishment in 1975, CASRO has also broadened its membership and activities to extend outside of the U.S.

The CASRO Code of Standards and Ethics for Survey Research sets forth the agreed upon rules of ethical conduct for survey research organizations. This code addresses the responsibilities of Survey Research Organizations to respondents, clients, and outside contractors. In addition, issues related to privacy, confidentiality, and ethical practices for reporting to clients and the public are covered by this code. CASRO also conducts numerous educational and training conferences each year and publishes a variety of valuable industry benchmarking information.

The MarkeTech Group anticipates a number of important benefits through its membership in CASRO. According to Mark Davis, The MarkeTech Group COO, "This association with CASRO will further solidify our quality assurance processes and ensure that we are protecting the interests of our clients while at the same time enhancing data integrity. In addition, through collaboration with CASRO and its member companies, we can proactively stay current on the latest developments in research methodology."

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 Europe, TMTG combines deep medical product and industry knowledge and market research expertise to produce findings that allow its client to make critical business decisions quickly and confidently.

About the Council of American Survey Research Organizations

You can visit CASRO online at [www.casro.org](http://www.casro.org) or contact their offices in Port Jefferson, NY at (631) 928-6954

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