



IMMEDIATE RELEASE

P R E S S R E L E A S E

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Integreon Acquires Grail Research, Monitor Group's Captive Strategic Research and Decision Support Unit and Signs Five-Year Research Deal

Acquisition Strengthens Integreon's Leadership in Research and Analytics and Expands Global Footprint to China and South Africa; Enables Monitor Group to Realize Its Vision for Grail

LOS ANGELES, November 10, 2009 – [Integreon](#), the global leader in integrated knowledge process outsourcing (KPO), announced today the acquisition of [Grail Research](#), a global strategic research and decision support firm headquartered in Cambridge, Mass. Integreon acquired the business from [Monitor Group](#), a global advisory, capability-building and capital services firm. Grail Research provides the market intelligence and strategic research that global corporations need to make decisions in today's rapidly changing business environment. Monitor Group has also signed a five-year contract to buy research services from Integreon.

Grail Research serves the world's leading technology, consumer products and life sciences organizations, including Microsoft, Estée Lauder and a majority of the top ten pharmaceutical companies. These organizations rely on Grail Research to provide the insights they need to launch products, build brands, assess new opportunities, evaluate M&A/partnership deals, address competitive threats and understand regulatory issues. Grail Research is headquartered in Cambridge, Mass., and in addition to its other offices in North America has offices in Beijing (China), Delhi (India) and Johannesburg (South Africa). The company has 200 employees worldwide.

"I am delighted to welcome the entire Grail Research team to Integreon," said Liam Brown, CEO of Integreon. "This acquisition accelerates the expansion of our business intelligence, research and analytics business with high-end, custom market research. With the addition of Grail's capabilities, Integreon can meet the most demanding global research requirements of our investment banking, law firm and corporate clients on an enterprise basis. Grail also expands our global delivery and service capability to South Africa and China, which are strategic markets for Integreon."

Colin Gounden, CEO and Founder of Grail Research, has joined Integreon as Chief Marketing Officer and will report directly to Liam Brown. Gounden brings to Integreon nearly 20 years of

strategy consulting and research experience and as a Senior Partner and Board Member of Monitor Group, has advised executives from leading global corporations on their most strategic challenges. “I’m genuinely excited about the growth opportunities that Integreon provides. Together we expect to strengthen Integreon’s market-leading position as the next-generation research and analytics firm,” said Gounden.

“We formed Grail Research in 2006 to provide global corporations and Monitor Group consultants with strategic market intelligence and decision support services,” said Steve Jennings, co-Managing Partner of Monitor Group. “With the rapid growth of Grail Research and the still substantial opportunity to expand its scope and scale of services, we realized that Integreon offers the best platform for Grail to achieve its full potential. We have signed a five-year research contract with Integreon; as a continuing customer of Grail, we look forward to benefitting from the growth in capabilities that Grail’s new owner, Integreon, will help drive.”

Terms of the transaction were not disclosed. Neither company expects any positions to be eliminated during the integration process, which is underway.

For more information about Integreon’s full range of research and analytic capabilities, please visit us at www.integreon.com or at www.grailresearch.com.

About Integreon

Integreon provides a range of outsourced knowledge services to demanding professionals using Document KPO, Research KPO, Legal KPO and Business Services to transform its customers’ Middle Office, allowing professionals to focus their time and energy on their ‘highest and best use.’ Its customers include many AmLaw 100 and UK top 50 law firms, almost all of the global investment banks, several top-tier private equity firms and hedge funds, as well as many Fortune 100 and FTSE 100 corporations. For more information about Integreon, please visit www.integreon.com.

About Monitor Group

Monitor Group works with the world’s leading corporations, governments and social sector organizations to drive growth on the issues that are most important to them. Founded and based in Cambridge, Massachusetts, the firm offers a range of services – advisory, capability-building and capital services – designed to unlock the challenges of achieving sustained growth. Monitor brings leading-edge ideas, approaches, and methods to bear on clients’ toughest problems and biggest opportunities. For more information, visit www.monitor.com.

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