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LogicLab Hires Evan Goldfarb to Head Media Sales Team

New York, N.Y. – November 2, 2009 – LogicLab Inc. (www.logiclabinc.com), the first company to apply deep marketing analytics to the media buying process of evaluating, optimizing and purchasing advertising, announced the hiring of Evan Goldfarb as Vice President of Media Sales

Evan Goldfarb brings more than 20 years of experience as a senior leader in the media, market research and the direct marketing sectors. Goldfarb began his career with VNU, now branded as Nielsen, serving 10 years in various sales management roles. He later joined Simmons Market Research as a partner and executive vice president of sales. After Simmons' sale to Experian, he continued as vice president of sales within Experian Research Services and then transitioned to the broader group of Experian Marketing Services.



“Evan is a critical member of the LogicLab™ team, and will be instrumental in helping us turn the once ambiguous art of mass media advertising into a quantifiable data-driven science to benefit both advertisers and media owners alike,” said LogicLab Inc. President Chris Wilson.

“I’m very excited about the innovation and value that the LogicLab Media Marketplace™ can bring to advertisers, agencies and media owners alike. The market has been very keen to use LogicLab’s patent-pending data-driven analytical process to bring greater visibility into media planning and buying decisions,” said Goldfarb.

About LogicLab™

LogicLab develops innovative solutions that match advertisers with the best media choices possible. By placing actual consumer data at the center of media evaluation, the LogicLab Media Marketplace™ enables advertisers, agencies and media buyers to, for the first time, optimize and measure campaigns using the same proven quantitative criteria used in disciplines such as direct marketing. The LogicLab Media Marketplace™ also gives media owners the ability to attract new and diverse advertisers. Founded in 2009 and based in New York, N.Y., LogicLab Inc. is a wholly owned subsidiary of Merkle Inc. Learn more about LogicLab Inc. at www.logiclabinc.com or call 443-542-4696.