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Greenberg Brand Strategy Expands with New Studio in San Francisco

Berkeley, California — February 7, 2005 — Greenberg Brand Strategy today announced the expansion of its full-service market research firm with the opening of Greenberg Studios in San Francisco's Union Square.

The new studio is located in the heart of San Francisco's vibrant downtown district and offers an entire floor within one of the city's most elegant historical buildings. The studio accommodates three state-of-the-art focus rooms with all of the amenities clients and respondents alike have enjoyed in Berkeley since 1997.

"Qualitative research is a conversation between people — the more genuine and authentic the better," said founder and president Andrew Greenberg, in reference to the company's preference for couches and coffee tables to the standard-issue, more clinical research settings. "We've created environments in both San Francisco and Berkeley that enable us to deliver the best possible research to our clients."

Greenberg's San Francisco Studios are located at 201 Post Street. The company continues to operate its Berkeley Studios at 918 Parker Street. To learn more about Greenberg Studios, visit www.greenbergstudios.com.

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About Greenberg Brand Strategy

Greenberg Brand Strategy is a research and strategy consultancy. By combining traditional and proprietary research techniques with market intelligence, competitive analysis, and years of brand planning experience, Greenberg Brand Strategy delivers actionable recommendations tailored to meet specific marketing needs and guide implementation. Greenberg Brand Strategy offers its own proprietary methodologies, which include StudioGo™ and The Jam™. In 1997, CEO Andrew Greenberg founded Greenberg Studios, a contemporary facility used to host focus groups and support the brand strategy company. He also created a unique recruitment tool called myfocusgroup.com. For more information, visit www.greenberginc.com or call (510) 845-1380.

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