



Press Release

Date
May 12, 2010

Contact
James Kennedy
Tel. +1 646 355 8090
Fax +1 800 798 9680
JKennedy@ifrmonitoring.com

IFR Launches New Logo

Paris, FRANCE – For over 30 years IFR has released dynamic tools, created new services and expanded into emerging markets. Now, we felt it was time to update our logo.



THEN:

The easily recognizable heartbeat logo coupled with the bold blue square has been used in IFR for many years.



NOW:

The heartbeat symbol, synonymous with IFR has now been placed alongside the "IFR" acronym which stands for "Intelligence from Research".

IFR has been fully integrated into the Retail & Technology sector of the GfK Group since early 2009 and the new logo now personifies this with the orange GfK tagline below it.

IFR Monitoring helps retailers and manufacturers measure critical Shelf, Advertising and Internet share across the country and around the world. IFR Monitoring exists in over 60 countries, and is part of the GfK Group, the No. 4 market research company worldwide.

For questions, please contact James Kennedy at JKennedy@ifrmonitoring.com

Follow IFR on Twitter:  <http://www.twitter.com/IFRGroup>

IFR Group
Rueil Malmaison, Paris 92506
7-9 Rue Lionel Terray

pr@ifrmonitoring.com
www.ifrmonitoring.com