

FOR IMMEDIATE RELEASE

MarketSense appoints new account supervisor with web and international experience

BURR RIDGE, Ill. (August 14, 2011) — MarketSense, a leading full-service business-to-business marketing services company, announced the addition of Tony Riley to its account services team. Tony, who was responsible for the launch of more than 250 web applications outside the U.S. in 2011, brings valuable web and international experience to the company.

Prior to joining MarketSense, Tony had a three-year stint as the account director for Universal Technical Institute. He then joined the executive management team at PowerChord Inc., where he directed account services and managed accounts in Sweden, Denmark and Norway. He has a degree in marketing from Southeast Missouri State University.

“We’re thrilled to have Tony join our team,” said Tim Cook, MarketSense co-president and director of client services. “His energy and experience will be a strong asset for the accounts he will be working on. His international experience will pay off for many of our growing and new accounts.”

Tony will be working on lead generation and interactive projects specializing in the petroleum and engineering industries.

For more information on interactive b2b marketing solutions from MarketSense, contact Andrew Mahler at 630-654-0170 or andrew.mahler@market-sense.com

About MarketSense

MarketSense (www.market-sense.com) is a full-service business-to-business marketing agency located just outside of Chicago. For more than 20 years, MarketSense has created loyal customers for its clients by fusing ideas and technology. The agency provides a highly unique mix of integrated services, including award-winning creative, closed-loop lead generation and management, and web and software development. A privately held company and a division of The Mx Group, MarketSense was named one of the top business-to-business agencies by Crain’s *BtoB* magazine for each of the past four years.

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