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***Proactive Marketing Communications Program Sets Stage for
PGR's Increased Visibility Within the Investment Community***

Mountain View, Calif. (May 4, 2009) – Primary Global Research, LLC (PGR) announced that it has retained Adam Friedman Associates, LLC (AFA) as its agency of record for public relations. AFA will develop and implement ongoing marketing PR strategies for PGR through communications initiatives including media relations, investment community events, and social networking and online outreach.

“As a leading player in providing critical, real-time research and data points for investors and analysts, it is vital that we maintain a clear and strategic communications program,” said Unni Narayanan, president and chief executive officer of PGR. “Securing the services of AFA will help us communicate with our key audiences, which we believe will enable us to realize enhanced recognition and leadership in the marketplace, as we deliver outstanding service to our clients.”

Commented Adam Friedman, principal of AFA, “We are honored to be aligning with a firm of PGR’s caliber. PGR is well positioned for growth and we look forward to contributing to the company’s success through a clearly defined proactive PR campaign.

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About PGR

Primary Global Research, LLC (PGR) is a leading independent investment research firm providing institutional money managers and analysts with market intelligence through a global network of industry experts. PGR helps investment professionals by providing rapid access to strategic, actionable data in four key industry sectors: Technology, Energy & Industrials, Healthcare and Consumer Goods/Retail. Additional information is available at www.pg-research.com.

About Adam Friedman Associates

A leading independent public relations firm headquartered in New York City, Adam Friedman Associates specializes in the strategic practice of corporate and investor relations. The agency represents companies that seek greater recognition in the business/financial and trade press, broader exposure among investors, increased analyst coverage and improved valuation. More information is available at www.adam-friedman.com.