



**FOR IMMEDIATE RELEASE:**

**Fractal Analytics to be featured on  
21<sup>st</sup> Century Business Television  
January 16, 2013**

**Click Link Below for Airing Schedule**

**Boca Raton, FL (TBD) --- Multi-Media Productions (USA), Inc.** is pleased to announce that Fractal Analytics, the most global provider of analytics, will be airing on *21<sup>st</sup> Century Business* on CNBC.

Successful companies know analytics is the key to harness the power of Big Data to turn customers into fans and drive more profitable decisions. Companies want to understand consumer behavior more completely so they can build products that customers' love. To decode this behavior, companies are turning to experienced analytics companies to help them transform their data into insights that drive customer and shareholder value.

JL Haber, Vice President of Programming at Multi Media Productions, added, "Fractal Analytics is well positioned to create substantial value for businesses that seek growth and compete more effectively through analytics. Their ability to design, build and implement breakthrough analytics across industries makes them a natural fit for our show. We are excited to have them as a guest on our program."

The segment includes a field report by Fractal Analytics' client Agustin J. de Dios who shares how Kimberly Clark uses analytics to better understand customer perception of their billion dollar brands.

"Kimberly Clark is a great example of a leading company that uses analytics to define market and customer-centric strategies. We help them understand what drives demand to optimize and forecast the bottom-line impact of their product, promotion and pricing decisions," says Srikanth Velamakanni, co-founder & Chief Executive Officer, Fractal Analytics.

**About Fractal Analytics**

We believe analytics is critical to deeply connect with consumers, earn customer loyalty, make better decisions to reduce waste, and ultimately improve lives. Fortune 500 companies partner with Fractal to build breakthrough analytic solutions, set up analytical centers of excellence, and create a culture of data driven decisioning.

We solve problems, operationalize solutions to drive results, and ultimately drive change in organizations towards fact-based decisioning. We help businesses: (a) Understand, predict and influence consumer behavior; (b) Improve marketing, pricing, supply chain, risk and claims management; (c) Harmonize data, visualize information, build dashboards and forecast business performance.

**For more information: [www.fractalanalytics.com](http://www.fractalanalytics.com)**

Careen Foster  
Chief Marketing Officer  
[caren@fractalanalytics.com](mailto:caren@fractalanalytics.com)  
510.229.2166

### **About 21<sup>st</sup> Century Business**

21st Century Business is an award winning targeted business show that is independently produced by Multi-Media Productions. The show provides its business viewers an in depth opportunity to find solutions to the industry problems from some of the top business leaders from across the world. Each exclusive segment is taped in our state of the art South Florida Studio

Once selected, companies are able to present their story and solutions to industry problems in an exclusive way that sets their company apart from the others. With more than 6,000 companies participating on over 600 shows, 21<sup>st</sup> Century Business continues to be the premier and targeted outlet for the latest business stories.

21<sup>st</sup> Century Business airs on various national cable networks that are viewed by over 100 million viewers nationwide as well as internationally via DirecTV and Dish Network. The show can also be viewed through video on demand via <http://www.21cbtv.com>. The 21CBTV Series is also available at more than 27 prestigious college universities, including Carnegie Mellon University, Howard University, Dartmouth College and Georgetown University.

For specific market-by-market air dates and times, please e-mail [Moniqueh@mmpusa.com](mailto:Moniqueh@mmpusa.com). For more information, please visit <http://www.21cbtv.com>.