

## **Radius Global Market Research Acquires Probit Research**

*Deal strengthens Radius GMR's practice serving global high-tech sector.*

New York, NY (September 30, 2013) – Leading global market research firm Radius Global Market Research (Radius GMR) has announced its acquisition of Probit Research (Probit), increasing the firm's footprint in the U.S. and strengthening its expertise in the global high-tech and innovation sectors. The acquisition is effective immediately. Probit will maintain its brand name operating as Probit Research, a Radius Company with offices in San Antonio, TX, Austin, TX and Seattle, WA. Financial details of the transaction were not disclosed.

Founded in 2002, Probit is known for delivering targeted business insights and support for international marketers through the use of leading-edge techniques and experimental approaches uniquely designed for each project. Probit's PhD level staff performs all advanced analyses, and all team members have more than ten years of experience. Probit's founder and president, Michael Patterson, PhD, will serve as senior vice president at Radius GMR, and will be responsible for generating and leading that business unit out of the San Antonio office.

"At Radius Global Market Research we know that building solutions that directly drive our clients' business performance requires a deep understanding of the industries we serve," says Chip Lister, Managing Director of Radius GMR. "The Probit team of PhD level marketing scientists will bring an outstanding level of global business experience to marketers, especially in the dynamic high-tech and innovation sectors."

The acquisition of Probit extends Radius GMR's run of steady growth in 2013. In May, Radius GMR acquired Florida-based Profile Marketing Research. Earlier in the year, the firm expanded U.S. operations by opening offices in Chicago, Detroit, and Princeton, NJ. For more than 50 years, Radius GMR has developed business-building programs via actionable insights for leading global marketers in categories including: consumer products, financial services, pharmaceutical, communications, and traditional/new media.

"Radius GMR and Probit have a long history of developing solutions for industry leaders worldwide," says Patterson. "This degree of seasoned experience allows our combined organizations to uniquely deliver marketers a clear view of the dynamics of success in their industries."

### **About Radius Global Market Research**

Radius Global Market Research ([www.radius-global.com](http://www.radius-global.com)) is one of the largest independent market research companies based in the U.S. The company provides unique insights, effective processes and unmatched experience resulting in proven return on investment for leading global marketers. The firm is No. 36 on the Honomichl listing of the top 50 U.S. market research organizations.

Headquartered in New York, Radius employs more than 100 people in key markets throughout the U.S. and Europe.

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