

WB&A COMPANY PROFILE

WB&A Market Research, (WB&A) is a full-service market research company, serving clients in a wide range of industries including, but not limited to, utilities, health care, financial services, transportation, travel and tourism, advertising, public relations, associations and non-profits, and education.

Established in 1987, WB&A prides itself on being a company that is big enough to serve any market research need a client might have, but still small enough to provide consistent, personalized service. The senior management staff has been in place for more than a decade; this continuity results in a team that genuinely cares about doing the best job possible for our clients. We do not have standard solutions to any problems or issues brought to us – we work individually with each client to determine the research approach that would best meet their needs.

WB&A has an in-house project management team of 35 professionals; this includes Project Managers, Professional Focus Group Moderators, a Data Processing Director and Programmers, a Field Director, a Telephone Center Director, a Director of Coding Services and Coders. In addition, our field staff includes more than 100 Professional Interviewers and Focus Group Recruiters. Based in Crofton, MD, between Baltimore and Washington, DC, with a second telephone center in Ithaca, NY, the firm conducts research on a local and national basis for a wide variety of clients.

The company is registered as an S Corporation in the State of Maryland under the full name of Widener-Burrows and Associates (dba WB&A Market Research) and is also classified as an LDBE by the Metropolitan Washington Airports Authority (MWAA). Given the Company's annual revenues, WB&A is classified as a small business. WB&A Market Research has been awarded two GSA Multiple Award Schedule contracts (AIMS and MOBIS) and is registered in the CCR database, Cage Code 337V6. The company's DUNS number is 36-150-2537 and its NAICS Code is 541910.

Contact Information

| | |
|--|--|
| <p><u>Headquarters</u> (Managing Office) 2191 Defense Highway, Suite 401 Crofton, Maryland 21114 Phone: 410-721-0500 Fax: 410-721-7571 Contact: Steve Markenson, President</p> | <p><u>Ithaca Facility</u> 171 E. State St., Suite 216N, Box 123 Ithaca, New York 14850 Phone: 607-330-5300 Fax: 607-273-0295 Contact: Deirdre Kurzweil, Director</p> |
|--|--|

Corporate Experience

WB&A has interviewed hundreds of thousands of consumers since its inception, and in the past four years alone, WB&A has:

- Conducted more than 500,000 telephone interviews (including in-depth interviews)
- Conducted more than 30,000 intercept surveys at malls, airports, in shopping centers, etc.
- Distributed more than 2,000,000 self-administered and mail surveys
- Conducted more than 400 focus groups

WB&A Market Research has utilized the full range of quantitative and qualitative research methodologies for our clients. These include:

- | | |
|---|--|
| • Telephone Surveys | • In-depth Interviews/1-on-1 Personal Interviews |
| • Focus Groups, Mini-Groups, Triads/Dyads | • Mail Surveys (or Self-Administered Surveys) |
| • Online/Web Surveys | • Phone/Email Surveys |
| • Mystery Shopping | • Mall Intercepts |
| • On-Site Intercept/Exit Interviews | • Combination or Multi-Modal Surveys. |

The *purposes* of collecting that data for our clients can vary widely, as the following list of project types attests:

Demographic Surveys

- Customer demographic measurement and tracking
- Membership surveys

Customer Service Research

- Customer satisfaction surveys
- Health care patient satisfaction surveys
- Competitive evaluation of customer service
- In-store retail customer satisfaction surveys
- Employee satisfaction/engagement surveys

Advertising, Public Relations and Communications Research

- Advertising/PR strategy development research
- Concept/Message testing
- Copy testing print, radio and television advertising
- Post-testing and advertising effectiveness research
- Awareness, attitude and advertising tracking studies
- Direct mail and forms testing and evaluation
- Name and logo testing

Brand/Image Research

- Brand/Image evaluation and tracking studies
- Anthropomorphic research (brand personality)
- Market segmentation studies

New Product/Service Research

- New product/service development research
- Product/Service evaluation studies
- Pricing research
- Packaging research

WB&A has conducted hundreds of projects for public sector organizations. The range of projects illustrates WB&A's ability to effectively utilize many techniques and methodologies that address multiple research needs with quality standards that exceed the market research industry's norms.

Some of WB&A's public sector clients include the following:

- Air National Guard
- Amtrak
- Anne Arundel County Department of Health
- Arizona Health Care Cost Containment System
- Arlington County (VA) and Arlington County Commuter Services
- Army National Guard (ARNG)
- Baltimore Metropolitan Council (BMC)
- Camden County (NJ) Division of Senior and Disabled Citizen Service
- City of Cambridge, Massachusetts
- Commonwealth of Virginia's Department of Medical Assistance
- DC Chartered Health Plan
- Department of Health Services (State of California)
- Department of Veterans Affairs
- Fairfax County (VA) Department of Transportation
- Florida Department of Citrus
- ICMA Retirement Corporation
- Leesburg, Virginia
- Maryland Aviation Administration (MAA) – Baltimore Washington International Thurgood Marshall Airport
- Maryland Department of Health and Mental Hygiene (DHMH)

- Maryland Department of Transportation (MDOT)
- Maryland Hospital Association
- Maryland Transit Administration (MTA)
- Maryland-National Capital Park and Planning Commission (M-NCPPC)
- Metropolitan Washington Airports Authority (MWAA) – Dulles International and Ronald Reagan Washington National Airports
- Metropolitan Washington Council of Governments
 - Montgomery County Division of Solid Waste Systems
 - Nashville, Tennessee
 - National Archives and Records Administration (NARA)
 - National Institute of Health (NIH)
 - New York Metropolitan Transportation Authority (MTA)
 - Northern Virginia Transportation Commission (NVTC)
 - Office of Vermont Health Access
 - Ohio Department of Job and Family Services
 - Port Authority Trans-Hudson (PATH)
 - South Jersey Transportation Planning Organization (SJTPPO)
 - State of Maryland Health Care Commission (MHCC)
 - U.S .Census Bureau (2002, 2007 and 2012 Economic Census, 2000 and 2010 Population Census)
 - Virginia Department of Taxation
 - Virginia’s Loudoun County Department of Public Transportation
 - Washington Metropolitan Area Transit Authority (WMATA)
 - Western Hemisphere Travel Initiative

WB&A has conducted surveys for a wide variety of private sector organizations including:

- AAA
- Agilent Technologies
- Aircraft Owners and Pilot Association (AOPA)
- Auto Club of Southern California
- Bank of America
- Biogen Idec
- Blue Cross of Idaho
- CareFirst BlueCross BlueShield
- Chevy Chase Bank
- Choice Hotels
- Community Wealth Ventures
- Delmarva Foundation for Medical Care, Inc.
- International Dairy Foods Association (IDFA)
- Johns Hopkins Medicine
- Marine Corps Association
- National Association for Healthcare Quality (NAHQ)
- National Association for Uniformed Services
- National Public Radio
- National Sleep Foundation
- PNC
- The Sugar Association
- Tufts University