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**UTAH-BASED RESEARCH AND STRATEGY FIRM, THE CICERO GROUP, ANNOUNCES
ACQUISITION OF DAN JONES & ASSOCIATES**

Combined entity will boast more than 130 employees; offer market research, economic analysis, strategy consulting, data collection and polling services

SALT LAKE CITY – Jan. 12, 2010 – The Cicero Group, a premier market research, economic analysis and strategy firm headquartered in Utah, has announced its acquisition of Dan Jones & Associates, one of the best-known market and political research companies in the Intermountain West.

Together, the new firm will boast over 130 employees with seasoned professionals ranging from PhDs, MBAs, statisticians, strategists and economists, along with a data collection team responsible for collecting polling and survey responses. The company's two focus group facilities will likely be expanded to three as it grows to meet the increased demand of national firms wanting to conduct in-depth research in Utah.

The Cicero Group has established a strong reputation nationally for applying cutting-edge research methodologies to provide strategic insights to its clients. While the company is based in Utah, most of its clients are headquartered in other states, such as Hewlett Packard, Wells Fargo, AEG, Lending Tree, Symantec, Coventry Health, Pfizer, Clearwire, Dow Chemical, DeVry, and Republic Services.

Dan Jones & Associates has been a bedrock of the Utah community for thirty years. As the leading market research and public opinion company in Utah, Dan Jones & Associates has conducted polls, surveys, and focus groups for myriad government agencies, political candidates and parties, health care organizations, public utilities and many other entities. The firm's polling data is reported regularly by the *Deseret News* and *KSL News*.

“The opportunities are exponential,” said Dr. Dan Jones, who will continue leading the company’s polling and political research efforts. “By combining our synergistic experiences and capabilities, we have already been able to provide our clients with additional services and value. I think in the coming years you’ll see us expand our polling services first regionally, and then nationally, while offering new analysis, predictive modeling and strategic consulting to our existing clients.”

Dan and Pat Jones have both committed to remain in their current roles and responsibilities for a minimum of five years. Pat, who will continue to run day-to-day operations of Dan Jones & Associates along with continuing to moderate focus groups, foresees growth in the partnership: “Cicero brings unrivaled research capabilities and expertise to the table. This was an opportunity we could not pass up. This is good for Dan Jones & Associates, good for Cicero, and frankly, good for Utah.”

Randy Shumway, CEO of the Cicero Group, added, “not only does this marriage allow us to enhance the services we provide our clients, but it also represents a responsibility to maintain the high quality product and integrity associated with the Dan Jones & Associates’ brand. Each member of the Dan Jones team has invested so much in serving the Utah community, we could not be more excited to work with and learn from each of them.”

In addition to the obvious economic and social benefit to Utah that comes from the anticipated growth within the new company, Pat commented on the role that Utahans play in the work of researchers: “People like to know that their opinions matter. Research provides customers and constituents a critical forum, because when they respond to our calls and e-mails, individuals are providing a vital feedback mechanism to key decision-makers.”

“The combining of our two operations is also a very positive commentary on Utah,” explained Dr. Trent Kaufman, Executive Vice President of the Cicero Group. “Our two firms have continued to grow during this tough economic climate, increasingly providing research, economic analysis and strategy consulting to organizations all over the world. Utah’s economic policy and abundance of talent is partially responsible for our success – and we hope to contribute substantially to the local economy in the foreseeable future. From my vantage point, the sky is truly the limit in terms of what our companies will be able to accomplish together.”

For more information on The Cicero Group, please visit www.cicerogroup.com. For more information on Dan Jones & Associates, please visit www.djasurvey.com.