



PRIMARY GLOBAL RESEARCH LAUNCHES FINANCIAL SERVICES RESEARCH DIVISION

Industry Pro Evan Reich Heads Team of Experts Covering Sector

JANUARY 2010 (New York) – Primary Global Research, LLC (PGR) has announced that it has begun providing investment research services covering the Financial Services sector for its clients. This adds to PGR’s current areas of expertise including: Technology, Healthcare, Alternative Energy/Cleantech and Consumer Goods/Retail.

PGR’s new Financial Services vertical, which will cover Accounting, Banks, Business Services, Consumer Lending, Insurance, Payment Processing, Real Estate and more, will be headed by Evan Reich, a seasoned industry analyst.

Unni Narayanan, president and CEO of PGR, commented, “We’re delighted to have Evan as an addition to the PGR analyst team. We have every confidence that he will help lead a group of experts that will serve as the best source for up-to-the-minute data and analysis on developments and trends in the Financial Services sector,” he added.

“I’m extremely pleased to be working with a firm that delivers rapid and direct access to strategic, actionable data and comparative market analysis to investment professionals through such a comprehensive network of experts,” said Mr. Reich. “Adding Financial Services to PGR’s vertical line-up brings even more dimension to PGR’s offering for clients.”

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