

## **GMI Breeding Ground For Future Industry CEO'S**

*Former GMI International Business Manager, Bob Chua, appointed CEO of Sydney based Pulse Group*

**SEATTLE, USA - May 5, 2005** -- Global Market Insite (GMI), the leading provider of online solutions for global market research, announced today the resignation of Bob Chua, Managing Director of International business. Chua has been appointed CEO of Sydney based Pulse Group one of Asia Pacific's leading **Business Process Outsourcing (BPO)** companies **dedicated to the market research industry.**

The Pulse Group and GMI have formed a strategic partnership whereby the Pulse Group will use the company's latest Net-MR 5.0 software as its primary market research operating platform. The fully integrated net-centric suite of software tools will be used to manage and automate research throughout the project lifecycle across the Asia Pacific region.

Rob Monster, GMI's Founder and CEO comments, *"We are naturally saddened to lose a member of our team but not all change is negative. In his 14 months at GMI, Bob accelerated the company's growth in Asia and built a talented management team that work closely with the rest of the global team, are versed in our culture and know the products. We are delighted that Bob will now turn from employee to client and that our relationship will continue to flourish in a different direction. Bob is carrying on a tradition of successful GMI alumni. Bob is also the second GMI manager to become a CEO in his own right, a role in which I believe he will succeed."*

The Pulse Group, operating out of Sydney with a BPO **Operations hub in Kuala Lumpur, Malaysia** is one of the leading BPO's in the Asia Pacific region, providing tech support and value added services to the market research industry. Pulse Group Chief Spokesperson, Khairi Abdullah comments, *"The strategic business decision to partner with GMI will contribute to our success. This alliance is an example of the immediate value Bob has brought to PULSE. Our shareholders are confident that Bob will steer the company to great heights and ensure we emerge as the preferred solutions provider to the top 50 market research companies globally by 2007."*

### **About Pulse Group**

Pulse Group is a total solutions provider to market research firms. Its services include data collection, translation services, online panel building and providing technical support and training for market research software applications. These five core areas of businesses empowers global market research firms to stay focused in delivering value to their clients, while Pulse is dedicated to delivering data and providing support. Pulse Group can be accessed through the Internet at [www.pulse-group.com](http://www.pulse-group.com).

### **About GMI**

GMI, Global Market Insite, is a leading Internet application provider for global market research. With over 200 customers in over 40 countries - including 15 of the 25 worlds largest market research firms - GMI provides a single platform solution for managing all phases of market research and streamlining related business processes on a global level. GMI can be accessed through the Internet at [www.gmi-mr.com](http://www.gmi-mr.com).