



LIFECOURSE ASSOCIATES AND CRUX RESEARCH ANNOUNCE ALLIANCE

New Services Combine Survey Research and Consulting Relating to Consumer Generations

GREAT FALLS, VA AND ROCHESTER, NY – July 26, 2006 – LifeCourse Associates and Crux Research have formed a strategic alliance to help marketers, employers, and educators better understand today’s consumer generations. The new alliance will combine strategic consulting and market research services to help organizations better solve marketing and workplace issues, and help managers and marketers leverage quantitative data in new and bold ways.

There are currently four consumer generations that garner the attention of marketers, employers, and educators:

- Millennials (aged 24 and under)
- Gen-X (ages 24-45)
- Boomers (ages 45-63)
- Silent (ages 63-81)

The new alliance will serve clients in consumer marketing, higher education, technology, and non-profit industries. It will draw upon the generational insight of LifeCourse and the market research expertise of Crux.

“This alliance represents an excellent opportunity for organizations to become more applied with their generational marketing approaches,” said Neil Howe, co-founder of LifeCourse. “Crux has a wide ranging experience conducting market research focusing on both strategic and tactical marketing issues. We feel this alliance brings together a unique combination of talents and will result in measurable success for our clients.”

“Howe and Strauss really know the generations,” commented John Geraci, President of Crux Research. “They do an excellent job of blending social science and history to provide a deep understanding of trends that explain why the generations act the way they do. We look forward to working closely with them to help clients gain value beyond traditional research and to establish a generational framework for their understanding of issues.”

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About LifeCourse Associates

LifeCourse Associates (LCA) is a publishing, speaking, and consulting company inspired by the generational discoveries of Neil Howe and William Strauss.

Organizations as different as Ford Motor Company, Nike, Orange County School Districts, the American Association of School Administrators, AARP, Scottsdale Convention and Visitors Bureau, National Home Builders Association, and the Centers for Disease Control and Prevention have

benefited from our work. They share this common need...how think and plan in a world of *NON-LINEAR CHANGE*.

Over the last six years, the information we provide has become increasingly about how we interpret the generational insights to client-specific applications. Our growing line of self-published application books for culture creators, college deans, and military recruiters is one result of this growing capability. Our new relationship with Crux Research is yet another.

To learn more about LifeCourse, visit www.lifecourse.com.

About Crux Research Inc.

Crux Research partners with clients to develop winning products and services, build powerful brands, create engaging marketing strategies, enhance customer satisfaction and loyalty, improve products and services, and get the most out of their advertising.

Using quantitative and qualitative methods, Crux connects organizations with their customers in a wide range of industries, including health care, education, consumer goods, financial services, media and advertising, automotive, technology, retail, business-to-business, and non-profit.

Crux uses data to inspire new thinking, and assures clients they are being served by experienced, senior level researchers who set the standard for customer service from a survey research and polling consultant.

To learn more about Crux Research, visit www.cruxresearch.com.

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