

## FOR IMMEDIATE RELEASE

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## ChannelForce and NewEdge Align to Provide Strategic Insight into Increased Channel Sales and Profits

*Alliance creates new entity named TheConsumerEdge*

Portland, Oregon, January 10, 2005 — ChannelForce, Inc. and New Edge, Inc. today announced TheConsumerEdge, a market research organization formed to deliver strategic insight into consumer and channel buying and selling behaviors, patterns, and requirements. The new entity will conduct national, regional and local research at retail locations and in the reseller channel to support their clients' need for quantitative and qualitative data when developing marketing and sales plans, programs, tools, and teams.

"In most cases, the purpose of our studies will be to understand the consumers' behavior and decision process at the point-of-sale while the consumer is shopping or purchasing within retail stores," said Dr. Pamela Henderson, CEO, NewEdge. "Our studies will evaluate what influences buying intentions and predispositions versus what actually impacts purchasing behavior and decisions at the point-of-sale."

The initial strategy is for TheConsumerEdge to develop insight into the dynamics, determinants and drivers of retail purchase behaviors, with the ultimate goal to understand the key factors shaping and influencing consumer buying behaviors within the consumer electronics channels. Plans are in place to conduct monthly in-store research projects to examine and explore a variety of different facets of drivers and consumer buying behavior. Throughout the year, TheConsumerEdge will continue to evolve and challenge their results and hypotheses by looking deeper into specific areas of research.

"There continues to be many unanswered questions regarding buyer behaviors, patterns, and requirements in this continuously changing marketplace," said Kurt Higgins, President, ChannelForce. "For example, we want to know who is shopping, how long they are shopping before they buy, where they are getting their information, what is influencing their decision, how these influential factors change their ultimate purchase decision, what their budget is prior to purchasing versus what they actually spend, and so forth. This is all critical data for our clients."

TheConsumerEdge has relationships with over 5,000 consumer electronics and wireless carrier stores within the top 80 U.S. and Canadian markets, as well value-added resellers (VARs) across North America. Research in the retail channel may include in-store surveys of consumers, retail managers, and sales associates at the point-of-sale, during the shopping

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process and post-purchase. Within the VAR channel, TheConsumerEdge will design in-depth analyses of reseller requirements, resources and coverage, as well as the variables that result in successful channel programs.

For more information on TheConsumerEdge services, contact Kurt Higgins at 503-906-3564.

**About ChannelForce, Inc.**

ChannelForce is a sales, training and marketing firm dedicated to designing and implementing custom programs that increase mind and market share for its clients. We partner with technology, consumer electronics and telecom companies to deliver a consistent consumer experience through retail, value-add and direct channels. Since 1993, ChannelForce has helped over 70 clients by creating strategies, tools and relationships that have an immediate and positive impact on the bottom-line. To learn more, visit [www.channelforce.com](http://www.channelforce.com).

**About NewEdge, Inc.**

NewEdge is a market research and strategy firm aimed at providing clients with growth opportunities and the marketing strategies needed to capitalize on them. We offer a wide range of innovative services and techniques based on an approach that reduces risk and the uncertainty often associated with pursuing growth. Over more than a decade, NewEdge has put strategy into practice for more than 150 projects across a wide range of industries for technology applications, current and new products, investors, startups, small businesses, Fortune 500s and not-for-profit agencies. To learn more, visit [www.new-edgeinc.com](http://www.new-edgeinc.com).

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