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FOR IMMEDIATE RELEASE

NEW CHINA OFFICE OPENED BY FULD & COMPANY

Dr. Denis Simon appointed Senior Advisor for China Operations

CAMBRIDGE, MA (APRIL 25, 2009) - Fuld & Company, a pioneer in competitive intelligence and analysis [shangye diaocha] (www.fuld.com), announces the opening of an office in Dalian, China for the purpose of developing the market for competitive intelligence in China. At the same time, Fuld also announces the appointment of Dr. Denis Simon as Senior Advisor for China Operations for Fuld.

“Our clients increasingly need on-the-ground analysis of their competitive environment in Asia broadly and in China more specifically. As China goes, so goes the Western business market. With multinationals and national Chinese companies themselves growing in size and influence in the global market, our clients from around the world need this missing piece to their puzzle – and increasingly want this analysis brought to them from a single firm. With the opening of our China office, Fuld in its 30th year now has the capability of delivering truly global competitive intelligence services – from North America, Europe and Asia,” states Leonard Fuld, the firm’s president and founder. Fuld & Company chose the Dalian location because it is one of China’s most progressive cities, has become one of the leading software and outsourcing centers in Asia, and is on a path to come one of the foremost centers of innovation in the PRC.

Denis Simon, as Senior Advisor for China Operations, brings with him decades of experience. Dr. Simon is one of a select number of global management experts with dual knowledge of both business strategy & technology management and Asian business systems and cultures. Having first visited Asia in 1976 and China in 1981, Dr. Simon has developed an extensive network of professional relationships throughout business, government, and academia in the region. Prior to joining Fuld, Dr. Simon has held several prominent positions in the world of management and business consulting. From 2001-2002, he served as the first President of Monitor Group (China). Prior to Monitor, Dr. Simon was Managing Director of the Business Strategy and Architecture Innovation Center in Singapore for Scient Corporation. He also has been an Associate Partner at Andersen Consulting China, where he served as Director of the China Strategy Group. He also served as the General Manager for Andersen Consulting’s China practice in Beijing from 1998-2000. Dr. Simon is currently a tenured Full Professor of International Affairs and one of the founding senior faculty at the new School of International Affairs at Penn State University.

Fuld & Company

Fuld & Company, based in Cambridge, Massachusetts, with offices in London, is the world's preeminent research and consulting firm in the field of competitive intelligence. Founded by Leonard Fuld, a pioneer and recognized leading authority in the field, Fuld & Company is a full-service competitive intelligence firm, providing research and analysis, strategic gaming, intelligence process consulting, and training to help clients understand the external competitive environment. The firm's mission is to help clients improve their performance by making better decisions through the application of solid intelligence on their markets and competitors. For additional information, please contact Kyra Baltzar, Fuld & Company, kbaltzar@fuld.com, +1 (617) 492-5900 or www.fuld.com.

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