

FOR IMMEDIATE RELEASE
May 18, 2010

CONTACTS

Tracey DeAngelo
Pittsburgh Post-Gazette
TDeAngelo@post-gazette.com
412-263-1460

Shelley Shaw
Campos Inc
SShaw@campos.com
412-471-8484x312

John Dick
CivicScience
JDick@civicscience.com
412-559-9032

PITTSBURGH POST-GAZETTE LAUNCHES ONLINE OPINION PANEL PARTNERSHIP WITH CAMPOS INC

Pittsburgh – May 18, 2010 – Pittsburgh Post-Gazette and Campos Inc, a Pittsburgh-based market research strategy firm, announced today a partnership that will offer a web-based opinion panel, VO!CE of the Region, a unique online community of Southwestern Pennsylvania residents, to the Post-Gazette’s readership. This partnership will yield significant value to the region by gauging public opinion on issues and topics of local importance and sharing the results with the public.

VO!CE of the Region members participate in polls, surveys, forums, and other activities, and offer their opinions and insights on local, regional, and national topics of interest. Their feedback on subjects ranging from education, economic development, current affairs and culture helps to influence planning and decision-making in the Pittsburgh area.

“We feel that it’s important to provide ways for members of the community to share their opinions – not just through traditional letters to the editor – but in innovative ways, like what the VO!CE of the Region provides,” said Chris Chamberlain, president of the Pittsburgh Post-Gazette.

“VO!CE of the Region gives Post-Gazette readers a forum in which to share their valuable insights and opinions about what’s going on in the Pittsburgh area,” said Campos Inc VP of Client Strategic Services, Amy Dubin. “We look forward to broadening the influence of the VO!CE of the Region with the addition of the Post-Gazette’s readers, the largest news audience in our area.”

The web-based opinion panel’s membership currently numbers in the several thousands. It was developed by Campos Inc in conjunction with Pittsburgh-based CivicScience, a tech firm that creates proprietary software applications, web portals, and social media polling tools that capture and digitize consumer opinion, creating real-time insights for businesses, non-profits, and civic leaders.

To join VO!CE of the Region, go to www.post-gazette.com/vor

About Pittsburgh Post-Gazette

The Pittsburgh Post-Gazette is Western Pennsylvania’s largest newspaper and www.post-gazette.com is the region’s most visited website. Together they reach more than one million people every week. The Post-Gazette has served the Pittsburgh community, its readers and advertisers as the region’s indispensable source of news, advertising and information for more than two centuries.

About Campos Inc

Founded in 1986, Campos Inc is a full-service market research strategy firm specializing in providing deep insight into the Real Experience of the Customer through its business and marketing consultation, market research, and Voice of the Regional opinion panel services. Campos Inc specializes in conducting consumer, B2B, and employee research.

About CivicScience

Based in Pittsburgh, CivicScience has developed proprietary software for performing consumer marketing research and polling online. By engaging with consumers while they surf the web, CivicScience enables marketers and advertisers to gain real-time insights into public opinion and consumer attitudes.. # # #