

Integration Group and The Power Station (Marketing) Ltd have announced their strategic partnership.

The Power Station (Marketing) Ltd, a London based strategic marketing agency provides clients with Advisory, Design, Digital Marketing and Event Management services.

Jonathan Harradine, Managing Director of The Power Station says “being able to measure marketing effectiveness is core to our business values. Our partnership with Integration provides us with a suite of marketing measurement and market accountability systems which aid us in determining the ROI on our clients’ marketing spend.”

CEO and Founder of Integration Group Oscar Jamhuri added. “I’m excited about the partnership The Power Station has a reputation for delivering sound strategic marketing and we are proud to work with them to deliver the measurement and accountability dimension to support this practice.”

The partnership was launched in London on 11th February 2010 at The Digital Marketing Forum being-hosted by The Power Station. Please email info@thepowerstation.com for more details.

About Integration

Founded more than 15 years ago, Integration is a global firm that focuses on providing metrics, tools and processes to drive marketing accountability. Its key product is the Market ContactAudit[®] which provides the foundation for an enterprise-wide marketing performance programme.

Since its inception, Integration has audited over 26,570 brands in over 90 markets, across 40 languages and 430 categories. Its MCA systems have been independently validated and used by many Fortune 500 companies including Procter and Gamble and other leading brands in the airline, automotive, banking, beverage, mobile telephony, package goods, retail and pharmaceutical industries.

Integration is represented in Brussels, Cape Town, Frankfurt, London, Nicosia, Dubai, Paris, Jeddah, Sao Paolo, San Diego, Singapore and Sydney.

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About The Power Station

The Power Station represents a passionate group of strategic thinkers, creative minds and technical wizards who push the boundaries of marketing. Our aim is to help companies create and implement strategic marketing and development programmes to deliver measurable results.

Founded in the UK in 1999, The Power Station has developed a reputation for delivering outstanding business results. Our service is fuelled by knowledge, ideas and creativity; combine this with our natural hard work ethic and you'll begin to realise what makes us tick.

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