

Kevin King Joins Intalytics

Date: March 31, 2010

Intalytics, the nation's largest consulting firm exclusively devoted to retail real estate research, announced today that Kevin King has joined the company.

Kevin King has been conducting location and market research for retailers, service providers, financial institutions and restaurants for about 15 years. Kevin began his career with Marshall & Ilsley Corp. (M&I Bank, Milwaukee, Wisconsin) in Network Planning. In 1998, he joined Thompson Associates (acquired by MapInfo in 2003), and has worked in all aspects of site location research. Projects include both consultative engagements and the design of turn-key systems, including the development of sales forecasting databases and tools, as well as GIS-based forecasting and optimization systems. In addition, Kevin has worked as the Manager of Site Location for Proxix Solutions and as a Manager of Client Services for Pitney Bowes Business Insight (formerly MapInfo).

Kevin holds a Bachelor of Science degree in Geography with an emphasis in Urban Area Development and a minor in Economics from the University of Wisconsin – Whitewater.

“We are very excited about Kevin joining our management team,” said Bob Buckner, Principal at Intalytics. “Kevin has an outstanding reputation as an analytical leader and project manager. We look forward to working with him.”

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ABOUT INTALYTICS

Intalytics (www.intalytics.com) is a consulting practice that combines extensive real-world experience with contemporary analytical tools in order to effectively be a trusted advisor to its clients regarding real estate-oriented solutions, direction, and advice. The principals of Intalytics each have more than 30 years experience in retail location research and consulting. The company works with a wide range of retail, restaurant, and service clients including Home Depot, PGA Tour Superstores, TD Bank, Chipotle, Pollo Tropical, and Taco Cabana.