



INTERMEDIA GETS GSA SCHEDULE CONTRACT FOR GOVERNMENT BUSINESS

InterMedia, a leading research-based consultancy, to expand in Federal Marketplace

Washington, DC, 16 June 2011 – InterMedia (www.intermedia.org), a leading research-based consultancy active worldwide, today announced that it has been awarded a GSA Schedule contract, effective June 8th, 2011. The contract allows InterMedia to offer its cutting-edge research products and services to the federal government more quickly and more efficiently.

"We're very excited to have this GSA Schedule in place, as it will allow government customers to procure our services more easily and with minimum delay. We're confident that this contract will help us grow our federal market and broaden our federal client base," said Ambassador Brian E. Carlson, InterMedia's Government Business Development Specialist and a Career Minister of the Foreign Service of the United States of America (ret.).

InterMedia has current Cleared Facility status and is now listed under the Mission Oriented Business Integrated Services (MOBIS), Schedule 874, contract number GS-10F-0297X. To expedite government purchases, InterMedia will have its research services available on GSA Advantage! (www.gsaadvantage.gov), the government's electronic ordering system.

InterMedia has been working with a variety of federal government clients since its founding in 1996. Major clients include the Department of State, USAID, the Broadcasting Board of Governors and the Department of Defense. InterMedia is a member of ESOMAR, the leading industry organization for global research, and adheres to ESOMAR's strict quality standards.

InterMedia's GSA Schedule award is the direct result of a rigorous process in which the General Services Administration evaluated the company's professional capabilities, organizational structure, performance history, and customer satisfaction levels, among other criteria. The GSA's review confirmed InterMedia's qualifications to perform work directly for federal government entities.

To learn more about the range of research-based consulting support we can provide federal agencies, please contact **Amb. Brian E. Carlson, who is leading our government business development**. He can be reached at: carlsonb@intermedia.org; tel. 1-202-434-9325



About InterMedia

InterMedia provides research, evaluation and consulting services to guide effective information, communication, assessment and media strategies worldwide - especially in challenging locations. Active in more than 60 countries annually, InterMedia's staff of research experts helps public- and private sector clients in development, public diplomacy and strategic communications to understand complex information environments and connect with target audiences. InterMedia also promotes knowledge-sharing through a range of online and offline dissemination tools, including AudienceScapes (www.audiencescapes.org) - an online research dashboard and research program providing media use and communication information on developing countries. InterMedia strengthens local research capacity through training and partnership programs. Formed in 1996, InterMedia is 501(c)3 registered in the District of Columbia. For more information, visit www.intermedia.org.