



Press Release

## **RelevantView merges with Imperium**

*Leading digital fingerprinting technology and web site usability firm now integrated with Imperium, a Microsoft Gold Certified Partner*

WESTPORT, CT, January 1, 2010 – RelevantView is pleased to announce that effective immediately it has merged with Imperium. Imperium is a leading technology development firm specializing in the design, development, implementation and support of database systems for business intelligence and integrated e-business solutions

RelevantID is the leading industry digital fingerprinting technology for certifying online market research respondent data quality. RelevantView is a proprietary, high-powered, server-based tracking technology that monitors user behavior and activity on websites and other web interface applications. These products will now be services offered by Imperium.

Marshall C. Harrison, the founder of both RelevantView and Imperium remains as CEO of the combined company. “As the founder of both RelevantView and Imperium, it became apparent that we should integrate the businesses into one company. This will enable us to focus on the development of advanced solutions to meet the technological needs of market research, advertising, marketing services, web design, and usability professionals” said Mr. Harrison.

The merger will not change the management or ownership of either company. “As an integrated company, we will continue to provide RelevantID and RelevantView clients with the same level of high quality, innovative, and flexible services they have grown to trust” said Marshall.

### **About RelevantView**

RelevantView is a leading provider of web-based market research solutions serving market research firms, advertising agencies, web site design firms, usability professionals, and web site owners around the world. RelevantID is a sophisticated, next-generation approach to assuring and certifying the data collected by organizations is high-quality, reliable, and free of suspect respondents.

## **About Imperium**

Founded in 1990, Imperium is a leading technology development firm specializing in the design, development, implementation and support of database systems for business intelligence and integrated e-business solutions. Imperium provides innovative products and services in the areas of market research, financial services, telecommunications, healthcare, marketing, advertising and web design. Brands include RelevantID® - the leading industry digital fingerprinting technology for certifying data and RelevantView®- a proprietary, high-powered, server-based tracking technology that captures user's online experience on websites and web applications. Imperium is a Microsoft Gold Certified Partner.

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## **Press Contact**

Marshall Harrison  
CEO Imperium  
203.221.1500 x110  
[mch@imperium.com](mailto:mch@imperium.com)