

February 18th, 2008

Pittsburgh, PA – Tim Tassone has been appointed president of Campos Inc effective March 3. Prior to coming to Campos Inc, Mr. Tassone was the chief executive officer (CEO) of the American Red Cross of Western Pennsylvania for five years. Yvonne Campos, who has been president of the company since she founded it in 1986, will become Chief Operating Officer of the market research and strategy firm and focus her attention and talents on business development and company growth. In his new role, Mr. Tassone will oversee the day-to-day operations of the business, strategic planning, and staff oversight.

“I am very excited that someone with Tim’s talents and expertise is joining the company,” Ms. Campos said. “He is the perfect candidate to take Campos Inc to the next level. We always have been able to deliver quality research and implications for our clients, and now we will be able to do that to an even greater level of sophistication.” Ms. Campos and Mr. Tassone have been business colleagues for many years and have worked together on various projects. Their past working relationship will be a great asset to the future success of Campos.

Mr. Tassone began his career in advertising, working at such companies as MarcUSA and Ketchum. His career then took a different turn when he accepted a position in 1983 with Mellon Bank as Vice President of the Design Services Division. He then established his own business as a Strategic Marketing/Communications Specialist in 1985, serving the high technology, healthcare, and education fields. He also was the Managing Director and former Corporate Chief Operating Officer of Ten/United (formerly Hallmark/Tassone, Inc.). He is a retired adjunct professor from the H. J. Heinz III School of Public Policy and has served on the boards of the Golden Triangle YMCA, The Health Services and Research Foundation, The Worldwide Partners Organization, and the National Aviary in Pittsburgh. In addition, he was involved with Pittsburgh’s Carnegie Science Center’s Marketing Advisory Committee.

Author of a college workbook and a series of 24 articles about marketing, Mr. Tassone’s achievements were recognized in 1997 with an Outstanding Achievement Award for Advertising Agencies and Allied Advertising by the Pittsburgh Radio and TV Club. He also was a finalist for the Pittsburgh Business Marketing Association’s Ad Agency Executive of the Year in 1999.

Mr. Tassone is a graduate of Kent State University, where he earned a Bachelor of Arts degree. He and his wife Iona live in Churchill, PA. They have a daughter and a son both of whom live and work in Pittsburgh.

For more information and/or to arrange interviews with Ms. Campos or Mr. Tassone, please contact Communications Manager Vikki Newton at 412-471-8484, Ext. 508.

### **About Campos Inc**

Campos Inc is a full-service market research and strategy firm offering traditional and online quantitative and qualitative research methodologies. Whether you need online surveys, an immersion study, intercepts, or focus groups – Campos gets the actionable results clients need to make critical business decisions.



For more than 20 years, Campos has helped businesses launch new products and services, acquire new customers, track advertising and brand awareness, measure the impact of communications, and understand their clients' satisfaction and loyalty. For more information, contact Communications Manager Vikki Newton at 412.471.8484, X508, or visit us on the Web at [www.campos.com](http://www.campos.com)