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Cross-Tab appoints new, U.S.-based Global CEO

Cross-Tab, India's fastest-growing BPO/KPO firm (as per Deloitte 2006 rankings) and ranked by Fortune Magazine as one of the Top 100 Outsourcing companies in the world, announces today that it has appointed Dr. Kumar Mehta to the newly created position of Global CEO. Mehta will be based in the United States, emphasizing Cross-Tab's increasing status as a global company with operations based in India.

Kumar Mehta joins Cross-Tab from Microsoft, where he had been since 1993 in a variety of senior positions within the company. Most recently he was Director of Research within Microsoft's market research organization. It was there that he first encountered the company as one of their key clients. He recently said of that experience: "I was amazed at the energy, enthusiasm, integrity and openness to learning that we witnessed in each and every team member at Cross-Tab. Over time, I learned that this translates into a superb value proposition for how market research should be conducted. When the directors of Cross-Tab approached me with this opportunity, I knew it was one I had to take."

Ashwin Mittal, representing the opinion of the Directors of the company, said of the appointment, "Kumar will enable Cross-Tab to bring tremendous value to all stakeholders. His leadership and strategic guidance will help catapult Cross-Tab into a major force within the market research industry. Under his direction, the success that Cross-Tab has had with its key accounts will be replicated across numerous companies within the industry and will allow us to showcase the world class marketing research services we provide.

Dr. Mehta has spent about two decades in the US primarily in the market research field, first as a supplier and then as a client, so he is highly familiar with the issues and dynamics on both sides of the equation. He brings with him in-

depth knowledge of international marketing research practices, which will prove invaluable to his new role as the Global CEO of Cross-Tab. Mehta gained his M.S at University in Baroda and his PhD at the University of Iowa

About Cross-Tab Marketing Services

Cross-Tab provides offshore outsourcing and paneling services in the market research & analytics domain to global clients in North America, Europe and Asia-Pacific, from its offshore service centers in India. The company has offices in Chicago and Seattle in the US and in Bangalore and Mumbai in India.

The company is also a full service market research agency in India, specializing in online research. Being a full service research agency, Cross-Tab has a strong understanding of the end-to-end research process, due to which the company is able to add substantial value to its outsourcing and panel engagements.

For further details contact: news@cross-tab.com

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