

**FOR IMMEDIATE RELEASE**  
**May 19, 2009**

**Contact: TrendSource, Inc.**  
**Phone: 619-718-7467**  
**Email: jmanfredi@trendsource.com**  
**www.examineyourpractice.com**  
**www.trendsource.com**

## **TrendSource, Inc. Acquires Examine Your Practice The Nation's Leading Healthcare Mystery Shopping Service**

**SAN DIEGO, CA.** - TrendSource, Inc., the industry leader in quality customer experience and compliance services, announced today the acquisition of Examine Your Practice™, the recognized industry leader in Healthcare Mystery Shopping. The company provides comprehensive service and compliance evaluations to a variety of leading healthcare organizations nationwide. Together, they have the proven expertise and resources to take Healthcare Mystery Shopping to the next level and better serve the nation's healthcare community.

"With the intention of growth through mergers and acquisitions, TrendSource saw tremendous opportunity in the healthcare sector. Founded on their commitment to quality and integrity, I was confident Examine Your Practice would continue to provide healthcare mystery shopping with best practice, attention to detail and superior client service," said Jodi Manfredi former president and owner of Examine Your Practice.

TrendSource is a Best in Class company; one of the few in the industry that is ISO Certified for Quality. As a founding member of the Mystery Shopping Providers Association (MSPA), TrendSource has helped to set the industry standards, and developed an impeccable reputation for delivering the highest quality of service over the past 20 years. "Examine Your Practice brings valuable industry insight and expertise to our team. They have developed what is considered as the 'Gold Standard' for Healthcare Mystery Shopping services," said Robert Post, President/CEO of TrendSource. "Part of our long term growth strategy is to identify and acquire companies that are proven industry leaders, are a good cultural fit, and share a unique commitment to provide complimentary services that bring measurable benefit to our customers."

The successful acquisition of Examine Your Practice is pivotal in TrendSource's mission to aggressively grow the business through key acquisitions, new product innovation, development of unique technologies and solutions that provide unparalleled customer insight and service.

### **About TrendSource**

TrendSource® was established in 1989 under the name Mystery Shoppers, Inc. The company's name was changed to TrendSource in 2004 to better reflect the developing role the company plays for clients in the marketplace and in its offering of customized market research and business intelligence services.

Over the past 18 years TrendSource has emerged as an industry leader and innovator by consistently providing clients with high quality real-time data that is relevant, reliable and actionable. Many of their clients are **FORTUNE™** ranked companies and leaders in their respective market sectors.

TrendSource's award winning team of dedicated professionals has a unique commitment to integrity and quality while exceeding their clients' expectations. It is their conviction that quality starts with having the right people who perform to stringent quality standards (ISO Certified), and are supported by innovative technology. Their performance based team follows the motto "Do what we say and deliver it when we say we will".