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reInvention Enters Into a Definitive Agreement to Acquire Technology Firm, Critical Mix – Founder, Goglia Joins Board of Directors

Acquisition empowers market researchers with best-in-class survey programming, data collection and analytical reporting solutions.

Critical Mix™
eXceptional online research

WESTPORT, CT, and GREENVILLE, RI – December 18, 2012 – reInvention LLC, a global sampling and data collection services provider to the market research industry, announced today that it is acquiring cloud-based software technology company, Critical Mix. Together, the two companies create a powerful, end-to-end data collection, analysis and reporting solution to serve the growing demands of market research firms.

Critical Mix delivers sophisticated software and technology to build and field online and mobile surveys, and provides a robust analytics platform for data visualization, report automation and interactive dashboards. Their technological expertise is a direct complement to reInvention's survey management platform – resulting in a portfolio of

services that provide customers with quick and easy survey deployment and high-quality data.

Chris Goglia, Founder and President of Critical Mix commented, "Our entire business was built on delivering the highest level of service and technology to accomplish the most challenging and complex projects. Similar to reInvention, Critical Mix prides itself on perfecting the experience our customers have while working with us. Our team of expert web applications developers and project managers will bring a new component to reInvention's sampling services".

"reInvention's mission is to transform survey data collection and reporting", said Hugh Davis, Managing Partner at reInvention. "Our future is about getting interactive data visualization tools into the hands of market research professionals so they can quickly and effortlessly explore data and make smarter recommendations for their clients. Critical Mix has proven to be a respected player in this space and will perform an essential role towards helping us achieve our goals", he added.

Keith Price, Managing Partner contributed, "We have always been passionate about giving researchers easy access to survey results. The addition of Critical Mix extends our service options beyond sampling offering our clients a completely streamlined data collection solution. Researchers now have a single-source for access to any or all of our sampling, survey programming, interactive reporting and analysis services".

Mr. Goglia will remain President of Critical Mix and will become a member of reInvention's Board of Directors. The company will continue to operate as a standalone business while maintaining its commitment to developing innovation in surveying software and reporting analytics.

About Critical Mix

Critical Mix is cloud-based, survey programming and data visualization technology that empowers market research companies to make better and faster business decisions. Built on proprietary, best-in-class software, Critical Mix provides a robust solution for users to build surveys, collect data, and quickly interpret results into useful information. Services include: LIQUID, a web surveying platform, CriticalTabs Interactive, on-demand visualization and report automation, and a U.S.-based, in-house Service Bureau for custom programming and project management.

The company is based in Greenville, RI, and has been serving the needs of market researchers since 2002. Learn more by visiting www.criticalmix.com.

About reInvention LLC

reInvention LLC provides global sampling and data collection services to the market research industry. Driven by a passion for making it incredibly easy to survey audiences anywhere in the world, reInvention delivers high-quality responses and superior results. Clients are serviced by a team of smart, experienced, research and sampling practitioners who deeply care about business objectives, are always available, and get the job done perfectly. OneOpinion, reInvention's respondent panel, is a next generation survey taking platform that encourages survey participation through sophisticated technology, honest communications, and respectful compensation.

reInvention was founded in July 2011 by Hugh Davis and Keith Price, two research industry pioneers. The company is headquartered in Westport, CT, with offices located around the world. More information can be found at www.reInvention.com

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