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nxtMOVE Joins Optimisa Group

Reston, Virginia – June 21, 2006 – **nxtMOVE** is pleased to announce our union with **Optimisa Group**, a marketing services group with an international client base and a truly global reach - a move that constitutes a significant enhancement to our intercontinental capabilities and services.

You know nxtMOVE as a consulting firm offering strategic decision support through the use of primary research and analysis on your customers, competitors, markets, emerging trends and opportunities. Our team helps our clients understand their market space and minimize the risk in their strategic initiatives.

Our new sister company is [kae: marketing intelligence](#), a strategic marketing consultancy headquartered in London with a range of services that complements our own.

KAE provides primary-source, evidence-based strategic marketing services focused on propositions, customers, markets, competitors and channels. Its multi-lingual team has international experience with blue-chip clients across most industries, with its three main practice areas being:

- Telecommunications, Media, Technology
- Financial Services
- Fast-moving Consumer Goods, Retail, Pharmaceuticals, Leisure, Automotive and Utilities

Our relationship with KAE is of particular relevance if you have requirements outside of North America, be it Europe, South America or Asia, as we now offer an extended range of services internationally, including Marketing Strategy Development, Market Evaluation & Forecasting, Competitive Intelligence & Benchmarking, New Proposition Development, and Acquisition Support.

Avoid being caught off-guard by changes that you don't see coming. Don't guess what's next...KNOW! Make us your **nxtMOVE**.

To learn more about us, visit our **NEW WEBSITE** at www.thenxtmove.com

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